Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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ASSOC ED: Alvin Sullum

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday(15)

CBS- 4:30-5pm EDT; SPECIAL; Eastern Intercollegiate Regatta; from WTOP-TV(Wash) to the net. Sustaining. Pkgr- CBS-TV Sports Dept; Prod & Dir- Judson Bailey. Intercollegiate rowing regatta among major universities, on the Potomac River, Washington, D. C.

NBC- 8-8:30pm EDT; NET DEBUT & RETURN; Bank On The Stars; from WNBT(NY), to the net. Sustaining. Pkgr- Masterson, Reddy & Nelson; Prod- Ric Eyrich (M, R & N); Assoc Prod- John Dougherty; Dir- Craig Allen(NBC); Music Dir- Ivan Ditmars. Bill Cullen is m.c. for the audience participation show in which contestants win cash prizes for correct answers to questions based on scenes from current Hollywood feature films projected for contestants and home viewers. (Program made its original debut over CBS-TV on June 20, 1953, with Jack Paar as m.c., and went off the air August 15, 1953). The new version replaces The Spike Jones Show in this time slot.

OTHER NETWORK CHANGES & ADDITIONS

ABC POOL- Address by Secretary of State Dulles; SPECIAL May 7; Fri, 9:30-10pm EDT, one time only; from WMAL-TV(Wash), to the ABC net; CBS & NBC on delayed telecasts 11:15-11:45pm. Sustaining. The Secretary of State delivers a report on the Geneva Conference and on the situation in Indo-China.

ABC- You Asked For It (Sun, 7-7:30pm EDT) Current production credits: Pkgr- Wayne Steffner Productions(H'wood); Prods- Cran Chamberlain and Maury Cohen.

CBS- Valiant Lady (Mon thru Fri, 12noon-12:15pm EDT) Perry Lafferty replaces Ira Cirker as director for four weeks beginning Mon, May 10, while Cirker is in Europe.

Secret Storm (Mon thru Fri, 4:15-4:30pm EDT) Max Wylie becomes the only writer, effective Mon, May 17.

NBC- Buick-Berle Show (Tue, 8-9pm EDT, three out of four monthly) May 4 program was last from New York in current schedule. The last three Berle programs, May 18, 25 & June 1 will originate in Hollywood before summer hiatus.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

NETWORK SPONSOR ACTIVITY

CUDAHY PACKING CO(New Old Dutch Cleanser) thru Young & Rubicam, Inc(Chi) will sponsor a 10-minute segment of Your Show of Shows (Sat, 9-10:30pm EDT) for four times, effective May 8, and its summer replacement, Saturday Night Revue, for 15 weeks effective June 12. The buy marks Cudahy's first network television advertising.

PROCTER & GAMBLE CO will sponsor two of four new serial dramas debuting over NBC-TV on July 5, with the P & G sponsorships for the two serials covering the 3:15-3:30pm and 3:45-4pm EDT periods. P & G thru Compton Advertising will continue sponsorship of Three Steps to Heaven (Mon thru Fri, 10:45-11pm EDT) over NBC-TV. The P & G sponsorships for all three programs are on alternate days, Mon, Wed & Fri one week, Tue & Thurs the following week, and so on.

NOXZEMA CHEMICAL CO(All Products) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY) will become alternate week sponsor of Person to Person (Fri, 10:30-11pm EDT) over CBS-TV, effective May 28. Current weekly sponsors, American Oil Co (AMOCO) in the East and the Hamm Brewing Co in the Midwest, will continue sponsorships, alternating with Noxzema.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Birthday for Freedom; SPECIAL May 5, Wed, 8:30-9pm EDT, one time only. Sustaining. Pkgr-Prod- United Jewish Appeal with WABC-TV; Dir- Bill Balaban. Salute to Israel on the eve of the sixth anniversary of its establishment as a sovereign state, recounting the dramatic highlights of the years, with music, songs and dances accompanying the narrative. Hume Cronyn narrates the entire production, which will include appearances by Ezio Pinza, Bidu Sayao, Earl Wild, Israeli dancers and others. Bernard Green will direct the WABC-TV orchestra.

WABC-TV - SCHEDULE CHANGES: Your Show with Polly and Jerry, now Mon thru Fri, 10-11am, was 10:30-11:30am; Rootie Kazootie, Mon thru Fri, 5-5:15 pm, was 6-6:15pm; Jolly Gene and his Fun Machine, Mon thru Fri, 5:15-5:30pm, was 6:15-6:30pm; Racket Squad, ON FILM, now Thurs, 10:30-11pm (replacing China Smith), was Mon, 10-10:30pm.

WCBS-TV(Ch 2) New York - Golden Reels, ON FILM; DEBUT May 9; Sun, 3:30-4pm EDT. Sustaining. Series of prize winning films from the competition held by the Film Council of America in Chicago early in April as the first Golden Reel Film Festival. The films were made by various producers for various sponsors as documentary and public service films for public relations purposes.

WPIX(Ch 11) New York - Battle for the Central; SPECIAL May 8 & 15; Sat, 6:30-6:45pm EDT. Sustaining. Pkgr & Prod- WPIX; Dir- Freddie Bartholomew. Robert Conway of the N. Y. Daily News interviews William White, president of the New York Central, on May 8, and Robert R. Young, leader of a stockholder campaign to change the Central's board, the following week, to bring out the basic issues in contention.

WPIX - Art Ford Show; DEBUT May 5; Wed, 11:25-11:55pm EDT. Sponsor- Skycoach Airline Agency (direct). Prod- Art Ford; Dirs- Herb Homes & Jerry Raker(both WPIX). Disc jockey Art Ford interviews celebrities, presents Broadway chit-chat and music by the Three Bars.

WLW-T(Ch 5); WKRC-TV(Ch 12); WCPO-TV(Ch 9) Cincinnati - Survival '54?; DEBUT May 6; Thurs, 9:30-10pm CT, simultaneously on all three stations, with 12 following programs to be shown on rotating basis by each. Sponsors- The Procter & Gamble Co; General Electric Co; Cincinnati Milling Machine Co (Cont'd on next page)

WIW-T; WKRC-TV; WCPO-TV Cincinnati - (Cont'd): the Kroger Co & AVCO Manufacturing Corp. Pkgr-Prod- All station staffs with local civil defense organization; Writer- Verne Jay(WLW); Narrator- Cecil Hale. Reporters, newscasters and actors play the roles of average citizens faced with the problem of survival under an atomic attack. Later in the month, radio stations in the Greater Cincinnati area will begin broadcasting the series.

WNBK(Ch 3) Cleveland - Walt's Workshop; DEBUT May 6, Thurs, 7-7:30pm ET. Sponsors- Rock Island Lumber Co & Security Federal Savings and Loan Assn. Do-it-yourself and home workshop show with arts & crafts demonstrations, starring Walt Durbahn. The show was last seen in Chicago over WNBQ and left the air recently after a five year run.

KABC(Ch 7) Hollywood, LA Party at Ciro's; DEBUT May 1; Sat, approx 10:30pm-12midnight PT. Sponsor- F. A. McKenzie(Ford auto dealer). Exec Prod- Hunt Stromberg, Jr. Herman Hover of Ciro's,with singer Carole Richards, is m.c. for this variety-interview-celebrity show, featuring current headliners at the supper club and guest variety acts as well as interviews with top motion picture celebrities.

FILM DIGEST: Fireside Theatre, for the first time in its TV net history, will use re-runs of eight of its own dramas, with new intros with Nelson Case as host and under the hiatus title, Summer Playhouse. Gene Raymond remains as the regular series' host, returning in a new series of Fireside films, beginning August 31. During previous summers the series was replaced by separately produced films.....Guild Films has The Florian ZaBach Show in production with Duke Goldstone directing and will roll the Frankie Laine Show on June 8, with vocalist Connie Haines signed as singing foil for Laine.....Lew King Advertising of Phoenix, Arizona, has cancelled all its contracts as an ad agency and is now going into production of radio and TV commercials and complete shows. The agency had been doing production for accounts and decided to go all the way, retaining show production contracts for accounts which have been shifted to other local agencies.

NEWS AND COMMENT: Sherman & Marquette, Inc., New York and Chicago, have been sold to executives of each and are now two separately-named agencies retaining in each city the accounts and personnel of the divided S & M offices. The New York agency is now Bryan Houston, Inc., while the Chicago organization has become Wherry, Baker & Tilden, Inc.....The General Foods-Rodgers & Hammerstein extravaganza on March 28 rolled up the largest viewing audience in television history (also outscoring radio) according to A. C. Nielsen, a total of 21,060,000 homes or 44.2 per cent of all the homes in the country and 74.6 per cent of homes with television. The potential viewing audience was 99.8 per cent of all television homes, indicating the blanket coverage purchased for the telecast. The 21-million-plus total represents unduplicated viewing.....Nielsen's April Newscast reported that January saw an all-time high in volume of TV viewing per home, with the average home tuned in a total of 5 hours, 46 minutes per day, a minute per day more than the previous record in January 1952 and 1953. Expanding schedules with early morning and late evening viewing is believed reponsible for the climb -- possibly less concentrated viewing, but spotted over more of the day.....WCBS-TV(NY) will raise its basic Class A hour rate from $4,800 to $6,000 on May 15, with most other rates showing similar advances.....Roy S. Durstine, Inc., moved its New York office to 655 Madison Ave. on May 1. New telephone number is TEmpleton 8-4600.

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TALENT SHOWSHEET MAY 10-16, 1954

Most of the shows on May 7, 8 and 9 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 14. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C) musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY MAY 7

MAMA (Peggy Wood)	CBS 8pm	Papa's Guilty Secret - by Palmer Thompson; with Matt Crowley, Clifford Owen, and regulars
CAMPBELL SOUNDSTAGE	NBC 9:30	*NOTE: Drama & stars previously scheduled for this date to be replaced by the following: Emma's Antenna - by Hamilton Benz; with Hugh Riley, Lydia Reed, Chris White, Dorothy Patten, Paul Huber
PERSON TO PERSON (Edward R. Murrow)	CBS 10:30	Hildegarde, Phil Rizzuto

SATURDAY MAY 8

ROD BROWN (Cliff Robertson)	CBS 11:30	The Exploding Man - by Weinstock & Gilbert; with Harold Huber, James Millhollin, Andy Ratousheff, Gerald Milton & regulars
ETHEL & ALBERT (Lynch & Bunce)	NBC 7:30	Regulars & John Craven, Maurice Wells
YOUR SHOW OF SHOWS (Caesar & Coca)	NBC 9pm	Eddie Albert, guest host; with Marguerite Piazza, Billy Williams Quartet, Linn & Alexander, Hamilton Trio, Jack Russell, Keith Textor & Sylvia Michaels, Carl Reiner, Howard Morris

SUNDAY MAY 9

LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	The Invisible Stain - by Allan Sloane; with Carlton Albertson, Bruce Gordon, Parker Fennelly, Victor Thorley; (SD)
FRONTIERS OF FAITH	NBC 1:30	The Camel And I - by Morton Wishengrad; with Sam Levene, Sol Nemkov, Joseph De Santis, Joseph Julian, Mary Patton, Martin Balsam, Raphael Edgar; (SD)
HALLMARK HALL OF FAME (Sarah Churchill)	NBC 5pm	*NOTE: insert this date in place of show previously reported - Portrait By Whistler - by Ted Wear; with Keith Larsen, Doris Lloyd, Paul Cavanaugh, Lumsden Hare, Edward Ashley; (SD, LIVE, FROM HOLLYWOOD)
YOU ARE THERE	CBS 6:30	The Court Martial Of Mata Hari - by Kate Nickerson; with Vivec Lindfors, Everett Sloane, Luis Van Rooten, Murray Matheson, Charles Andre, Robert Dryden, Earl Hammond, Olga Fabian; (SD)
PAUL WINCHELL	NBC 7pm	Beatrice Kraft
MR. PEEPERS (Wally Cox)	NBC 7:30	Regulars & Jack Warden, Gladys Thornton, William Forrester;(SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	The ASCAP STORY - Part II - with Dolores Gray, Margaret Whiting, Barbara Whiting, Julius LaRosa, Liberace, Roy Smeck(M), Nanci Crompton(D), Mrs. Gus Kahn; also songwriters Joe Howard, Ernie Burnett, Harold Tierney, Jack Norworth
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Murder Will Out - by Bruce Geller; with John O'Hare, Ann Loring, Jim Boles, Henry Brent, Dan Stapleton; (SD)
THE WEB	CBS 10pm	Blind Man's Bluff - by Sandy Sanderson; with O. Z. Whitehead, Pat Englund, Harold J. Stone, James Nolan, Jeff Harris; (SD)

MONDAY MAY 10

JAMIE (Brandon de Wilde)	ABC 7:30	Talent - (O) - AU; with regulars & Heywood Hale Broun, Jr.; (THIS IS A KINE OF AN EPISODE NEVER SEEN PREVIOUSLY)

MONDAY MAY 10 (Cont'd)

GODFREY TALENT SCOUTS	CBS 8:30	Armed Forces Week Program - with PFC Stuart Rose(S), Air Force Harmonica Trio, Navy Vocal Quintet
VOICE OF FIRESTONE	NBC 8:30	Rise Stevens
RED BUTTONS	CBS 9:30	Regulars & Herman Schwedt, Gilbert Mack, Helen Arden, Carolyn King, Allan Walker, Gerald Milton, Herbie Fay, Dennis Patrick, Jack Albertson
ROBERT MONTGOMERY PRESENTS	NBC 9:30	Pilgrim's Pride - (O) by Irving Gaynor Neiman; with Elliott Nugent, Audrey Christie, Claudia Morgan, Don Briggs, Gage Clark, Pat Smith, Cliff Robertson; (SD) by Perry Lafferty
STUDIO ONE	CBS 10pm	Fear Is No Stranger - (O) by Henry Misrock; with Jerome Cowan, Peggy Allenby, Philip Abbott, Pat Breslin, Gene Blakely, Harry Bellaver, June Mattson; title drawing by Symeon Shimin; (SD) by Franklin Schaffner
WHO SAID THAT	NBC 10:30 (Net only)	Signe Hasso, Merriman Smith; (KINE ON WNBT, SAT, MAY 15, 5pm)
Adolphe Menjou's Favorite Story	WNBT 10:30	The Lady & The Law - (O) by AU; with Menjou, Billy Halop, Ralph Gamble, Barbara Ann Knudson, Don Kennedy, John Damler, Tony Rock, Stapleton Kent; (SD)

TUESDAY MAY 11

Janet Dean, R. N. (Ella Raines)	WNBT 7pm	The Johnson Case - (O) by James P. Cavanagh; with Everett Sloane, Janet Wood, Philip Pine, Lenore Lonergan, Leora Thatcher, Ann Sorg, Walter Kohler; (SD) by Robert Boyle
Cavalcade Of America	ABC 7:30	Spindletop - (O) by Winston Miller; with William Bishop, Nancy Hale, Richard Eyer, Richard Gaines, Stanley Andrews, Burt Mustin, Russell Gaige, Rennie McEvoyl (SD)
The Mask (Gary Merrill & William Prince)	ABC 8pm	Party Night - (O) by Charles Robinson; with Jo Van Fleet, Herb Nelson, Paul Newman, Parker Fennelly, Nydia Westman, Morton Stevens, Pat Breslin; *NOTE: This is a kinescope of live show originally telecast 4/11/54; repeated 5/12 ABC net only, 8pm.
Gene Autry	CBS 8pm	Narrow Escape - (O) by Virginia Cooke; Repeat
BOB HOPE SHOW	NBC 8pm	Dorothy Lamour, Edmond O'Brien, Sheldon Leonard, Cardinas(juggler); (LIVE, FROM HOLLYWOOD)
LOVE STORY	DuM 8:30	The Arms Of The Law - by Elinor Lenz; with Lee Bowman, Peggy McCay, Donald Gibson, John Dennis, Fred Stewart, Roland Ward;(SD)
Fireside Theater (Gene Raymond)	NBC 9pm	Fight Night - (O) by Stuart Palmer, (A) by Ferrin Fraser; with Hugh Beaumont, Mary Beth Hughes, Jack Daly, Dick Reeves, Harry Lewis, Joe McTurk, Mushy Callahan, June Whiteley, Robert Williams, Jack Shea, Ralph Montgomery, Norman Bishop, Eddie Saenz, Dick Thorn; (SD)
U. S. STEEL HOUR	ABC 9:30	The End Of Paul Dane - (O) by Morton Wishengrad & Virginia Mazer; with Teresa Wright, Robert Preston, Perry Wilson, Warren Stevens, Rusty Lane, John Marriott, Billy N. Green, Ernest Graves, Tommy Halloran; (SD) by Alex Segal
SUSPENSE	CBS 9:30	Operation Nightmare - (O) by James P. Cavanagh, from true story of Nurse Lt. Ann Bernatitus; with Anne Burr, Douglas Rodgers, Kendall Clark, Richard Merrell, Arthur Storch, Doreen Lang; (SD)
ARMSTRONG'S CIRCLE	NBC 9:30	Man Talk - (O) by Ruth Woodman; with Enid Market, Gage Clark, Aileen Poe, Buzz Martin, Raymond Van Sickle, Belle Flower; (SD) by Cort Steen
DANGER	CBS 10pm	Outlaw's Boots - (A) by Theodore Apstein, from story by Thomas Thompson; with James Gregory, Bill Smithers, Peggy O'Hara, Paul Huber, Michael Galloway, Mike Kellin, Otto Hulett, Jane Rose;(SD)
Mr. & Mrs. North (Barbara Britton & Richard Denning)	NBC 10:30	The Suspected - with regulars and Barbara Woodell, Lowell Gilmore, Larry Dobkin, Steve Darrell, George Meader, Charles Williams, Frank Sully; (SD)

WEDNESDAY MAY 12
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Mark Saber (Tom Conway)	ABC 7:30	The Case Of The Missing Bride - (O) by Louis Vittes; with Todd Karns, Aram Katcher, Eve McVeagh, Steve Brodie, Louis Russell, Leslye Banning; (SD)
My Little Margie (Storm & Farrell)	NBC 8:30	Margie & The Shah - with regulars & Edgar Barrier, Donna Martell, Henry Corden; (SD)
KRAFT TELEVISION THEATRE	NBC 9pm	The Stake - (O) by George Lefferts; with John Baragrey, Louisa Horton, Joe Maross, Matt Briggs, Russell Hardie, Leon Belasco, Walter Klavun, Kenny Walken, Chief Lone Bear, Gene Leonard, Clarence Cavenaugh, Burt Thorn; Prod & Dir by Harry Herman
ANGEL AUDITIONS (Paula Stone)	ABC 10:30	The Homeward Look - (O) by Effie Young & Ernest Pagano; with Roddy MacDowall, Vicki Cummings, Paul Roebling; Prod: Philip Meister, Dir: Mark Gordon

THURSDAY MAY 13
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Four Star Playhouse	CBS 8:30	Welcome Home - (O) by Blake Edwards; with Dick Powell, David Holt, Howard McNear, Claire Carleton, Maudie Prickett, Herbert Heyes, Herb Ellis, Russ Conway; Repeat, was seen Nov. 1952
JUSTICE	NBC 8:30	Hit & Run - (O) by Earl Hamner; with Betty Field, E.G. Marshall, Horace Braham; (SD)
LUX VIDEO THEATRE	CBS 9pm	The Queen's English - (O) by Joseph Cochran; with Ann Harding, Gene Lockhart, others to be announced; (LIVE, FROM HOLLYWOOD)
KRAFT TELEVISION THEATRE	ABC 9:30	The Worried Songbirds - (O) by Greer Johnson; with Mildred Dunnock, Carmen Mathews, Bill Sheidy, Ruth McDevitt, Enid Pulver, Harry Clark, David Winters, Bernie West; Prod-Dir: Stanley Quinn
Big Town (McVey & Tyler)	CBS 9:30	Regulars & Ralph Votrian, Ray Teal, Virginia Christine, Roy Engel, William Hudson, Jan Shepard, Joe Turkel; (SD)
Ford Theatre	NBC 9:30	Wonderful Day For A Wedding - (O) by Lou Breslow from story by Virginia Lee; with Scott Brady, Joan Leslie, Rita Moreno, Spring Byington, Casey Adams, Burt Mustin; (SD) by Harry Keller
Public Defender (Reed Hadley)	CBS 10pm	Let Justice Be Done - (O) by William E. Raynor; with Skip Homeier, George Meader, Mary Young, Vernon Rich, George E. Stone, Pat O'Neal, Noel Neill, Emlen Davies, Pat Flaherty, Gene Roth, Sue Casey, Allene Roberts; (SD) by Earle Kenton
MARTIN KANE (Mark Stevens)	NBC 10pm	Regulars & Carl Frank, Janet Wood, Joseph Downing, Eddie Hyans, Edward Holmes, Marilyn Moore, Nancy Franklin, Ed Begley, Sam Gilman; (SD)
Foreign Intrigue (James Daly)	WNBT 10:30	F.I. In The Time Bombs - (O) by Kay Robert Krausse; with John Padavano, Inga Langre, Tord Stal, Ole Hudden; (SD)

FRIDAY MAY 14
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THE NEW REVUE (Mike Wallace)	CBS 5:30 (COLOR)	Jonathan Winters(C), Ronnie Graham(C), Kirby Stone Quartet(M), Doodles & Skeeter(C), Billy Daniel & Lita Baron, Johnny Desmond, Betty Madigan(S), Margaret Sisters & Bruno(acro), Joyce Taylor(S) Lee Lindsey
Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	The Black Purse - (O) by F.W. Earnshaw; with Patrick O'Neal, Pat Carroll, Claude Akins, Ian MacDonald, Geraldine Hall, Chubby Johnson, Larry Blake, Jack Daly; (SD) by Richard Irving
Topper (Sterling & Jeffreys)	CBS 8:30	The Package - (O) by J. M. Rapp, (A) by Philip Rapp; with Jack Daly, Phil Chambers, Edward Clark, Charles Meredith, Terry Frost
Pride Of The Family (Paul Hartman)	ABC 9pm	Regulars & Vera Marshe, Norma Jean Nilsson, Maureen Cassidy
Schlitz Playhouse	CBS 9pm	The Pearl Street Incident - (O) by Josephine & John T. Kelley; with Nancy Davis, Jacqueline de Wit, Tommy Ivo, Horace McMahon, Ted de Corsia, Maudie Prickett, Fred Sherman, William Kennedy
THE BIG STORY (Robert Sloane)	NBC 9pm	O.F. Rouse, Las Cruzes N.M. Sun-News - (O) by Gail Ingram; with Philip Abbott, Philip Kennealley, Charles Randall, Frank Marth, Rusty Lane, Norman Sturges, Mac McLeod, John Ridgeley; (SD)
COL. HUMPHREY FLACK (Alan Mowbray)	DuM 10:30	Achilles Heel - (O) by Michael Cramoy; with George Mathews, Arny Freeman, Elaine Joyce, Phil Kramer, Fred Martin, Morton L. Stevens; (SD)

TALENT SHOWSHEET(more)

MULTIPLE AND ACROSS-THE-BOARD SHOWS MONDAY MAY 10 THROUGH FRIDAY MAY 14

STRIKE IT RICH	CBS 11:30am	F - Orson Bean; W (9pm) - Dagmar
GARRY MOORE	CBS 1:30	Steve Allen subs for Moore this week; Tu - Will Jordan(C), W - Rube Goldberg; Th - Jay Marshall(C)
KATE SMITH	NBC 3pm	Tu - Shirley Booth, Andre Eglevsky & Nora Kaye; Th - 3 Suns
WOMAN WITH A PAST	NBC 4pm	Geraldine Brooks replaces Mary Sinclair (effective May 10)
MAGIC COTTAGE	WABD 6pm	M thru F - Al Ramsen, Bernard Brent & regulars
EDDIE FISHER	NBC 7:30	W - 26-man Fort Dix Chorus

SATURDAY MAY 15

Joe Palooka (Joe Kirkwood)	WABD 7pm	Clydenappers - (O) by Dean Reisner & Roy Huggins; with regulars & Jay Adler, Teddy Pavelec, Tracy Roberts, Steve Pendleton, Benny Bert; (SD)
Man Against Crime (Ralph Bellamy)	WNBT 7pm	Where's Mimi? - (O) by Burton Benjamin & Robert Shaplen; with Diana Herbert, Roger Landry, Charles Dingle, Constance Brigham, Sidney W. Parfrey, Edna Preston, Robert Fuller, James Mishler, Robert Ellenstein, Beeson Carol; on NBC net Sun May 16 10:30pm

SUNDAY MAY 16

HALLMARK HALL OF FAME (Sarah Churchill)	NBC 5pm	Moby Dick - with Victor Jory; drama previously announced for May 9; details to be announced; (LIVE, FROM HOLLYWOOD)
Roy Rogers	NBC 6:30	The Mingo Kid - (O) by William Lively; with Bill Tannen, Terry Frost, Stan Blystone and regulars; (SD)
Private Secretary (Ann Sothern)	CBS 7:30	The Crazy Mixed-Up Kid - with Paul Picerni, Howard Wendell, Leo Mostovoy, John Deering; (SD)
The Mask (Merrill & Prince)	ABC 8pm	The Gambler - (O) by Henry Kane; with Perry Fiske, Edgar Stehli, Dorothy Hart, Gina Patrushka, Richard Coogan, Kathleen McGuire; Kinescope repeat of live drama originally seen 4/4/54
COLGATE COMEDY HOUR	NBC 8pm	Eddie Cantor; with Milton Berle, Eddie Fisher, Connie Russell
General Electric Theatre	CBS 9pm	Wild Luke's Boy - by Nathaniel Curtis; with Alan Young, Veda Ann Borg, Mary Young, Lee Aaker, Nancy Hale, Stanley Andrews, Claude Akins, Robert Lowery, Duane Thorsen, Steve Conte, Lou Nova, Allan Bridge, Charles Horvath; (SD) by Al Green
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	And Crown Thy Good - (O) by Stewart Stern; with Anna Berger, Nehemiah Persoff, Dina Peskin, Voytek Dolinski, Alice Mann, Henry Silva; (SD) by Delbert Mann
MARTHA WRIGHT SHOW	ABC 9:15	Male vocal ensemble from Wonderful Town
THE MAN BEHIND THE BADGE (Fred Uttal)	CBS 9:30	The Case Of The Blues, Chicago - (O) by David Harmon; with Royal Dano, John Gibson, Dorothy Wright, Ray Danton, Lee Sharon, Phil Sterling, Gene De Santis, Marvin Finley, Leslie Barrett; (SD)
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	A Tense Situation - (O) by Norman Sweatmen; with Melba Rae, Joe Ross, Zachary Charles, Tom Gorman; (SD)
THE WEB	CBS 10pm	The Brush-Off - (O) by John McGreevey; with Paul Langton, Audra Lindley, Buzzy Martin, Janet Fox, William Post Jr., William Sharon; (SD)
Loretta Young Show	NBC 10pm	Dear Midge - (O) by Devery Freeman; with Miss Young, William Frawley, Connie Gilchrist, Gerald Mohr, Patrick O'Neal, Billy Gray, Frank Ferguson, Paul Maxey; (SD)

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(17)

ABC- 9:30-11pm EDT; NET CHANGE; Monday Night Fights from Eastern Parkway Arena; from WABC-TV(NY), 36 stations live, 8 kine (WABC-TV(NY) picks up at 10pm). Co-operatively sponsored. Pkgr & Prod- ABC-TV Sports Dept. Barney Ross announces the preliminary and main event matches, with Jay Owen handling the "color." Eastern Parkway boxing had previously been on the DuMont network; last show, May 10. DuMont debut was on May 12, 1952, at the Brooklyn arena.

DuM- 9-10:45pm; 10:45-11pm EDT; DEBUT; Monday Night Fights; followed by At Ringside; from WABD(NY), no. of stations indefinite. Co-operatively sponsored. N. Y. sponsor- G.H.P. Cigar Co (El Producto) thru William H. Weintraub Co., Inc. Pkgr & Prod- DuMont Sports Dept; Dir- Harry Coyle. Chris Schenkel announces regular Monday evening bouts from St. Nicholas Arena, New York, starting with preliminaries at 9pm, main event at 10pm and interviews at ringside at 10:45pm. The program organization remains the same as that for the fights formerly originating at Eastern Parkway (See ABC-TV program listing above).

Tuesday(18)

NBC- 10-10:30pm EDT; RETURN AND NET DEBUT; Truth or Consequences; from KNBH (H'wood), no. of stations indefinite. Sponsor- P. Lorillard Co (Old Gold Cigarettes) thru Lennen & Newell, Inc(NY); Acct Exec- Henry Lowe(NY); Agcy Superv- Ben Potts(H'wood). Pkgr & Exec Prod- Ralph Edwards; Prod- Ed Bailey; Dir- Irving Lambrecht; Continuity- Phil Davis, Cal Howard. Jack Bailey is m.c. for this new network television version of Ralph Edwards' 14-year-old radio stunt show and comedy quiz. Edwards will participate only as executive producer-supervisor of the new series, although he was m.c. of previous television versions. TV history of Truth or Consequences: July 1, 1941, one time, over WNBT(NY) local; January 20, 1949, one time, over KNBH(H'wood) local; Sept 7, 1950, thru May 31, 1951, on film over CBS-TV for Philip Morris Cigarettes. Currently replaces Judge For Yourself over NBC-TV in the same time slot.

Sunday(23)

CBS- 7-7:30pm EDT; DEBUT; Earn Your Vacation; from KNXT(H'wood), to the net. Sustaining. Pkgr- CBS-TV(H'wood); Prod- Bill Brennan; Dir- John Claar. Comedian Johnny Carson is m.c., with Jackie Loughery as hostess, for the audience participation quiz program which rewards participants with all-expense-paid round trip flights to any place in the world if they answer four questions.

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OTHER NETWORK CHANGES & ADDITIONS

ABC- The Name's The Same (Tue, 10:30-11pm EDT) Roger Price replaces Arnold Stang as panelist, effective May 18, for last two shows of season.

ALL NETS- See page 79 for complete listing of current status of all programs, with summer replacements and futures, as of May 14.

NETWORK SPONSOR ACTIVITY

SCOTT PAPER CO thru J. Walter Thompson Co will be a sponsor for the third season of Omnibus, when it returns Oct 17 over CBS-TV. The program will be open to three other non-competitive advertisers on a shared basis.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - SCHEDULE CHANGES: Temporary re-scheduling of afternoon local programs while the McCarthy-Army hearings are telecast; all programs are seen Monday thru Friday. Your Show moves to 8:30-9am; Maggi McNellis Show moves to 1:30-1:45pm; Nancy Craig moves to 1:45-2pm; The Jerry Lester Show moves to 11:10pm-12:10am EDT. The latter has been a late afternoon program.

WNBT(Ch 4) New York - Here's Looking At You; SPECIAL COLOR May 24; Mon thru Fri, 1:30-2pm EDT. The regular weekday program will be telecast in color each day for several weeks, with commercials (participations) also available in color.

WPIX(Ch 11) New York - Yachting; RETURN May 19; Wed, 10:30-11pm EDT. Sponsor- Marine Enterprises (direct). Pkgr- Marine Enterprises; Prod- Donald Wolin; Dir- Paul Lammers. A. Lewis King interviews guests from the sailing and power boat fields, with advice on boat problems. The program has been seen during previous summer and fall seasons over WPIX and other New York stations.

WGN-TV (Ch 9) Chicago - Sports Final; DEBUT May 10; Mon thru Fri, 6:15-6:30pm CDT. Sponsor- Jos. Schlitz Brewing Co (Beer) thru Lennen & Newell, Inc(NY). Vince Lloyd does a sports commentary, along with film clips, pictures and interviews with top sports personalities. Lloyd is a WGN-TV staff sports announcer.

KNXT(Ch 2) Los Angeles - The Mae Williams Show; DEBUT May 15; Sat, 12:15-12:45 am (Sun morning). Sustaining. Vocalist Mae Williams, backed by the Bill Baker Trio, presents a musical-show business comment show, with the first half including stories by Miss Williams of past names in show business; the second half, devoted to careers of current show business stars.

KING-TV(Ch 5) Seattle - Beat the Pros; ON FILM; DEBUT May 14; Fri, 10:15-10:30pm (eight weeks). Sustaining. Pkgr & Prod- KING Sports Dept. Local professional golfers will be seen each week with a film of a previous week's play at each golfer's own club. Local golfers will then be invited to "Beat the Pro" of the week in handicap medal play by comparative scores.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
New York					
WCBS-TV(2)	*"Time for Beany" (kines of KTTV live shows, L.A.)	-Sustaining	5/1	Sat	8:30-9am

*First run in market

LOCAL FILM SERIES -- DEBUTS & RE-RUNS(Cont'd)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
Chicago					
WGN-TV(9)	*"Life With Elizabeth" (Guild Films)	-Monsanto Chemical (All detergent) thru Needham, Louis&Brorby	5/16	Sun	9-9:30pm
Los Angeles					
KTTV(11)	#"Gloria Swanson Theatre" (re-runs of "Crown Theatre" - CBS Film Sales)	-Davis Furniture Co and Green & Hinkle Co (agencies not known)	5/10	Mon	8-8:30pm
KTTV(11)	#"The Playhouse" (re-runs of "Schlitz Playhouse" - ABC Film Sales)	-Forest Lawn (agency not known)	5/14	Fri	8-8:30pm

*First run in market #Re-runs

NEWS AND COMMENT: NBC Television will telecast a 13-game Saturday afternoon schedule of Canadian football (a marriage of rugby and U.S.-style football), featuring the Eastern Big Four teams of the Canadian Professional League; Montreal, Toronto, Ottawa and Hamilton. The series, including the playoffs, will begin August 28 and end on November 20.....CBS Television Newsfilm will have two units in the field to record the June 30 total eclipse of the sun (6:07:37am CDT), one unit southwest of North Platte, Neb., the other at Minneapolis, Minn.....NBC has signed Betty Hutton to make her TV debut in a specially written musical comedy with an original book, to be presented as the first program for Your Show of Shows fall series, returning Sunday, September 12, 7:30-9pm EDT. It will be produced and directed by Max Liebman, who will produce two hour-and-one-half color spectaculars each four weeks during the 1954-1955 season, a total of 20 during the complete season. One will be seen every fourth Saturday, 9-10:30pm, and the other every fourth Sunday, 7:30-9pm. The second production in the series, following the Hutton debut, will be Saturday, Sept 25. All 20 shows will originate live from NBC's new color studio in Brooklyn, the former Warner Brothers studio..... ....New York TV station WABD(DuMont key outlet) and radio station WINS, both separately owned and operated, have arranged a joint promotion tie-in calling for the cross-plugging of programs and personalities on both stations in non-competitive time. The agreement is for one year, effective May 17. Under the agreement, TV station WABD will promote its night-time programs and personalities on WINS during 6:30-8:30am time periods. Radio station WINS will plug its morning programs on WABD evening time. The agreement is called the first of its kind in broadcasting history.

PERSONNEL CHANGES: Appointments to the board of directors of Disneyland, Inc., the new $9,000,000 project to be located on a 160-acre tract near Anaheim, Cal., include Walt Disney, C. V. Wood, Jr., Sidney Markley, Earl J. Hudson, Robert S. Callender, Paul L. Pease and Lloyd Wright. Officers named include Walt Disney, president and chairman of the board; Sidney Markley and C. V. Wood, Jr., vice presidents; George D. Klimmer, secretary, and O. V. Melton, assistant secretary and assistant treasurer. Pease, Hudson and Callender will serve as the executive committee. C. V. Wood, Jr., is general manager of Disneyland.....Joseph P. Smith, president of Cinema-Vue Corp., has been named sale manager of Guild Films Co., Inc., operating out of the firm's New York office. Guild has purchased Cinema-Vue and is absorbing its personnel.....Hank Wall has joined Carl Eastman, New York artists rep..... Harry Zimmerman named musical director for the Florian ZaBach and Frankie Laine telefilm series produced in Hollywood by Guild Films.....Z. Wayne Griffin and Leon Gordon, motion picture producers, have joined Revue Productions in Hollywood to produce telefilms for the filmed portions of the new General Electric Theatre fall series, scheduled to be live and film, with Ronald Reagan as host.

SUMMER PROGRAM STATUS SCHEDULE

As of May 14, 1954

None of the networks has officially released any compilation of their summer programs' status. The information below is based on advance announcements and Ross Reports' own research. Changes and corrections will be listed as they occur in future issues. Programs not listed will remain or have an indefinite status.

ABC-TV

Sun 4-5pm; ROLLER DERBY - Last show 5/16; no repl; no net service
Sun 7:30-8pm; NOW - Last show 6/27; repl by PEPSI-COLA PLAYHOUSE 7/4
Sun 8-9pm; THE MASK - kine reruns repl by PAUL WHITEMAN 5/30 for 10 wks
Sun 9-9:15pm; WALTER WINCHELL - Last show 7/4; return 9/5; no rplcmnt set
Mon 7:30-8pm; JAMIE - Last show 6/7; no rplcmnt
Tue 7:30-8pm; CAVALCADE OF AMERICA - Last show 6/22; ret 9/28; no rplcmnt set
Tue 9:30-10:30pm alt wks; MOTOROLA TV HOUR - Last 5/18; cont's as sust CENTER STAGE 6/1; alt US STEEL HOUR cont's with no hiatus
Tue 9-9:30pm; DANNY THOMAS - reruns from 4/25
Tue 10:30-11pm; THE NAME'S THE SAME - Last 5/25
Wed 7:30-8pm; MARK SABER - Last 6/30; no rpl
Thu 8:30-9pm; RAY BOLGER - moves late June or early July to Fri 8:30-9pm
Fri 8-8:30pm; OZZIE & HARRIET - no hiatus; new films alt wkly with reruns
Fri 8:30-9pm; PEPSI-COLA PLAYHOUSE - switches time with RAY BOLGER late June-early July

CBS-TV

Sun 10-10:30am; LAMP UNTO MY FEET - summer format starts 7/4
Sun 6:30-7pm; YOU ARE THERE - Last 6/27; ret 8/29; repl by net sustainer
Sun 7-7:30pm; LIFE WITH FATHER - Last 5/16; replc 5/23 by EARN YOUR VACATION
Sun 7:30-8pm, 2 wks out of 3; PRIVATE SECRETARY; (alt with JACK BENNY); Last 6/6, ret 9/19; repl by YOUR PLAYTIME 6/13 thru 9/5
Sun 7:30-8pm, 1 wk out of 3; JACK BENNY(see above)
Sun 9-9:30pm irregular; FRED WARING - Last 5/30 - alt show G.E. THEATRE starts reruns 6/27
M-W-F 7:45-8pm; PERRY COMO - Last 6/25, ret 8/23; repl by TV'S TOP TUNES
Mon 8-8:30pm; BURNS & ALLEN - reruns 5/24; new films start in July
Mon 8:30-9pm; TALENT SCOUTS - Garry Moore repl Godfrey as m.c. July & Aug
Mon 9-9:30pm; I LOVE LUCY - Last approx 6/28;
Mon 9:30-10pm; RED BUTTONS - Last not set; replc probably MASQUERADE PARTY
Mon 10-11pm; STUDIO ONE - summer version WESTINGHOUSE S.O. SUMR THTR is on 6/21 thru 9/13
Tue 7:45-8pm; JO STAFFORD - repl by VARIETY SHOW this time & Thu 7:45-8pm; ret in Fall
Tue 8:30-9pm; RED SKELTON - Last 6/15; repl by TWO IN LOVE 6/22
Tue 10:30-11pm; SEE IT NOW - Last 6/29, ret 8/31; repl 7/6 by BLUE ANGEL
Wed 8-9pm; GODFREY FRIENDS - repl by Red Skelton in July & Aug
Thu 7:45-8pm; JANE FROMAN - Last 6/17, ret 9/16 Repl by VARIETY SHOW this time & Tue
Thu 8-8:30;MEET MR. McNUTLEY;- Last 6/17, ret 9/16; repl WHAT DO YOU HAVE IN COMMON 6/24
Thu 8:30-9pm; 4 STAR PLAYHOUSE - reruns began 5/7; new series start 9/23
Thu 9-9:30pm; LUX VIDEO THTR - Last may be 6/24 Moves to NBC 8/26 10-11pm; possible repl on CBS may be JACK PAAR
Thu 9:30-10pm; BIG TOWN - reruns 6/10 thru 9/2; new series start 9/9
Fri 5:30-6pm; NEW REVUE - Last 6/18; no net service; film features seen locally

(Cont'd next column)

CBS-TV (Cont'd)

Fri 8-8:30pm; MAMA - Last 7/2, ret 9/3; possible repl PANTOMIME QUIZ
Fri 8:30-9; TOPPER - reruns 7/9 thru 10/1
Fri 10-10:30pm; MY FRIEND IRMA - Last 6/25, ret 10/1; repl by FILM THEATRE reruns
Fri 10:30-11; PERSON TO PERSON - Hiatus probably 7/2-9/3; repl probably AMERICAN WEEK
Sat 11:30am-12N; ROD BROWN - Last 5/29
Sat 8-9pm; JACKIE GLEASON - Last 6/26; repl by STAGE SHOW 7/3
Sat 9:30-10pm; MY FAVORITE HUSBAND - Last 7/10, ret 9/11; repl not set
CBS Daytime Shows- following time schedules effective 7/5:

Mon thru Thu
- GODFREY TIME - 10:30-11:30am
- GARRY MOORE - 10-10:30am; also Fri 10-11:30am

Mon thru Fri
- PORTIA FACES LIFE - 1-1:15pm
- ROAD TO LIFE(Tent. title) - 1:15-1:30pm
- WELCOME TRAVELERS - 1:30-2pm
- WOMAN WITH A PAST - 4-4:15pm; Repl 7/5 by BRIGHTER DAY
- ON YOUR ACCOUNT - 4:30-5pm

Tu & Th 2-2:30pm - ROBERT Q. LEWIS SHOW

DUMONT

Sat 11:30am-12N alt wks; TOM CORBETT - Last 5/22
Sat 11:30am-12N alt wks; SECRET FILES OF CAPTAIN VIDEO - Last 5/29

NBC-TV

Sun 5-5:30 or 6pm; HALLMARK HALL OF FAME - Last 7/4, ret 9/5; no repl set
Sun 7-7:30pm; PAUL WINCHELL - Last 5/23; repl 5/30 5-wks by CHEER TV THTR(film reruns)
Sun 7:30-8pm; MR. PEEPERS - Last live show 7/4; 8-wks of kine repeats; new series starts 9/5
Sun 8-9pm; COLGATE COMEDY HOUR - Last 5/30; repl 6/6 thru 9/5 by COLGATE SUMMER COMEDY HOUR
Sun 10-10:30pm; LORETTA YOUNG - Last 6/27
Sun 10:30-11pm; MAN AGAINST CRIME - Last 7/4, repl 7/11 by THE HUNTER for 13 wks
Mon 9:30-10:30pm; ROBERT MONTGOMERY - summer version starts 6/28 for 12 wks
Tue & Thu 7:30-7:45pm; DINAH SHORE - will take hiatus, ret in Fall; no repl set
Tue 8-9pm; BUICK-BERLE 3 wks out of 4; Last 6/8
Tue 8-9pm; BOB HOPE 1 wk out of 4; Last 6/1
Tue 8:30-9pm; ARTHUR MURRAY starts 6/15
Tue 9-9:30pm; FIRESIDE THTR - reruns 7/6-8/24; new series starts 8/31
Tue 9:30-10pm; ARMSTRONG THTR; Last 5/25, ret 8/24; repl TOP PLAYS OF 1954(Ford Thtr reruns)
Tue 10-10:30pm; JUDGE FOR YOURSELF - Last 5/11; repl 5/18 by TRUTH OR CONSEQUENCES
Tue 10:30-11pm; MR & MRS NORTH - reruns 6/1-7/20
Wed & Fri 7:30-7:45pm; COKE TIME EDDIE FISHER - Last 6/25, ret 8/25; no repl set
Wed 8-8:30pm; I MARRIED JOAN - reruns start 7/14; new series begins 10/13
Wed 8:30-9pm; MY LITTLE MARGIE - reruns start 7/7; new series starts 10/6
Thu 8-8:30pm; GROUCHO MARX - probably use reruns new series starts in Fall
Thu 9-9:30pm; DRAGNET - 12 reruns start 6/3
Thu 9:30-10pm; FORD THEATRE - 13 reruns; new series start in Fall

(Cont'd next page)

NBC-TV (Cont'd)

Thu 10-10:30pm; MARTIN KANE - Last 6/17; may be repl by reruns of THIS IS YOUR LIFE
Thu 10-11pm; LUX VIDEO THEATRE - debuts as full hour drama 8/26
Fri 8-8:30pm; DAVE GARROWAY - Last 6/25; no repl
Fri 8:30-9pm; LIFE OF RILEY - reruns 6/18 thru 9/10; new series start 9/17
Sat once monthly approx 4:30-6pm; NBC-TV OPERA - Last 5/8; ret in Fall
Sat 7:30-8pm; ETHEL & ALBERT - 8-wk hiatus; ret in Fall
Sat 9-10:30pm 3 wks out of 4; YOUR SHOW OF SHOWS Last 6/5; ret Sun 9/12 7:30-9pm
Sat 9-10:30pm 1 wk out of 4; MARTHA RAYE - Last 5/15; SATURDAY NIGHT REVUE on 6/12 thru 9/11
Sat 10:30-11pm; YOUR HIT PARADE - Last 6/12, ret 9/11; PRIVATE SECRETARY reruns 6/19 thru 9/4
Mon thru Fri 4:30-5pm; ON YOUR ACCOUNT - moves to CBS 7/5

TALENT SHOWSHEET MAY 17-23, 1954

Most of the shows on May 14, 15, 16 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 21. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY MAY 14

THE NEW REVUE (Mike Wallace)	CBS 5:30	Jonathan Winters (C), Johnny Desmond (S), Doodles & Skeeter (C), Margaret Sisters & Bruno (D), Betty Madigan & Lee Lindsay (S&D), the Kirby Stone Quartet (M), Connie Towers;kill: Ronny Graham (C), Billy Daniel & Lita Baron (D); add: Jerome Courtland & Polly Bergen (S)
DAVE GARROWAY	NBC 8pm	Bob Manning & Vera Lynn (S) & regulars
LIFE BEGINS AT 80	DuM 9pm	Beatrice Kay (S)
CAMPBELL SOUNDSTAGE	NBC 9:30	The Man of the House - (O) by David Davidson; with Don Hanmer, Barbara Baxley, Bert Freed; (SD)

SATURDAY MAY 15

ROD BROWN	CBS 11:30	regulars & Mercer McLeod, Joseph Sullivan, Mort McConnell; (SW & SD)
SECRET FILES OF CAPTAIN VIDEO (Hodge)	DuM 11:30	Grant Sullivan, Ed Holmes, Marianne Walters, Stefan Schnabel, Eli Segal, Walter Mathews, Gilbert Reade ; (O) by Carey Wilber
Johnny Jupiter (Wright King)	WABC 5:30	The Fire - (O) by Jerome Coopersmith, (A) by William Kendall Clarke; with regulars only
SIX O'CLOCK REPORT	WCBS 6pm	kill: Harry Marble; add: Ned Calmer
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	regulars & Cele McLaughlin, Pud Flanagan, Joe Fallon; (SW & SD)
MARTHA RAYE SHOW	NBC 9pm	Margaret Truman, Robert Preston, Rocky Graziano, Jake LaMotta (latter two, boxers) (LAST SHOW OF SEASON)

SUNDAY MAY 16

LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	Brother Sun - (O) by Laurence Housman, (A) by Pamela Ilott; with Hurd Hatfield, Robert Middleton, Frederic Worlock
LOOK UP AND LIVE	CBS 10:30	Mary Mayo (S), the Townsmen Quartet, Winged Victory Chorus
FRONTIERS OF FAITH	NBC 1:30	The Sayings of the Fathers - (O) by Sylvia Berger; with Alexander Scourby, Anatole Winogradoff, Wesley Addy, Norman Rose, Bernard Lenrow; (SD)
HALLMARK HALL OF FAME (S. Churchill)	NBC 5pm	Moby Dick - (O) by Herman Melville, (A) by Howard Rodman; with Victor Jory, Lamont Johnson, Hugh O'Brien, Harvey Stephens, Charles Maau, Howard McNeilly, Nestor Paiva, Glen Kilburn, Earl Lee, Steve Darrell, James Logan, John Larch, Steve Mitchell, John Hamilton; (SD) (FROM HOLLYWOOD)
YOU ARE THERE	CBS 6:30	The Scopes Trial - (O) by Jeremy Daniel; with E. G. Marshall, Ed Begley, James Broderick, Frank Thomas, John Shellie, Herb Rudley, Charles Dingle, Paul Ford; (SD)
MR. PEEPERS	NBC 7:30	See below
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Scene from The Teahouse of the August Moon - (O) by John Patrick, based on Vern Sneider's novel; with John Forsythe, David Wayne, Larry Gates, others; Nat "King" Cole (S), Ted Lewis (S,M) Dick Contino (M), Richard Herne (C), Stan Musial, Byron Nelson (latter two, sports)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Danger, Radiation - (O) by Philip S. Goodman; with Natalie Core, Bethel Long, Terry Mantell, Richard Robbins, Tom Gorman; (SD)
MR. PEEPERS (Wally Cox)	NBC 7:30	regulars & Sylvia Field, Ernest Truex, Paula Trueman, Reta Shaw, Susan Steele, Frances Williams, Shaun Dooley, Roy Johnson, Charlie Thompson, Harry Mehaffy; (SW & SD)

MONDAY MAY 17, 1954
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TONY MARTIN	NBC 7:30	Margaret Whiting (S)
JAMIE (Brandon de Wilde)	ABC 7:30	Jamie's Crush - (O) by David Shaw; with regulars & Phyllis Love, Lydia Reed, Perry Fiske, Bunny Lewbel; (SD)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Grace Bumbry (S), Pattie Hammond (S), Robert Sayre (M)
VOICE OF FIRESTONE	NBC 8:30	Patrice Munsel (S)
ROBERT MONTGOMERY	NBC 9:30	Sky Block - (O) by Steve Frazee, (A) by Denis Green; with Zachary Scott, Vaughn Taylor, Robert Webber, Earl George; (SD) by Jim Sheldon
RED BUTTONS	CBS 9:30	Fran Warren (S) & others to be announced; (SW& SD)
STUDIO ONE	CBS 10pm	Castle in Spain - (O) by Sylvia Weld; Leslie Nielsen, Sally Chamberlin, Biff McGuire, Joan Lorring, Pud Flanagan, Jon Richard, Bruce Drury, Elmer Lehr, Margaretta Warwick;(SD) by Paul Nickell; Drawing by Jan Balet

TUESDAY MAY 18
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Cavalcade of America	ABC 7:30	Moonlight School - (O) by Louella MacFarlane; with George Nader, Lon Chaney, Jr., Emlen Davies, Houseley Stevens, Gloria Talbot, Mary Field, Pitt Herbert, Bonnie Eddy, Stephen Wooten, Edith Evanson, Harry Shannon; (SD)
BUICK-BERLE	NBC 8pm	Phil Harris (M&S), Eileen Barton (S), Owen McGiveney (FROM H'D)
Gene Autry	CBS 8pm	Border Justice - repeat
RED SKELTON	CBS 8:30	regulars & Tom Harmon (FROM HOLLYWOOD)
LOVE STORY	DuM 8:30	Wedding Dress - (O) by Nancy Moore; with Patricia Collinge, Paul McGrath, Barbara O'Neil, Pat Breslin; (SD)
Danny Thomas	ABC 9pm	regulars & Ben Lessy, Nana Bryant, Charley Williams, Hal March; (SW & SD)
Fireside Theater	NBC 9pm	Harvest of Wrath - (O) by Sophie Kerr, (A) by Herbert Little, Jr. & David Victor; with Charles Drake, Faith Domergue, Dorothy Adams William Fawcett
SUSPENSE	CBS 9:30	Breakout - (O) by George Bellak; with Anthony Ross, John Sylvester, Martin Brooks, Tige Andrews; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	Breakdown - (O) by Dave Allen; with Carmen Mathews, Patricia Smith, William Redfield, Kevin Coughlin, Eileen Pollack; (SD) by Cort Steen
MOTOROLA TV HOUR	ABC 9:30	Atomic Attack - (O) by Judith Merril (from Shadow on the Hearth), (A) by David Davidson; with Phyllis Thaxter, Walter Matthau, Audrey Christie, Patsy Bruder, Patty McCormick, Bill Kemp, Daniel Reed, Elizabeth Ross, Jennie Gary, Robert Keith; Dir by Ralph Nelson (LAST SHOW UNDER PRESENT SPONSORSHIP)
DANGER	CBS 10pm	De Castries of Dien Bien Phu - (O) by Theodore Apstein; with Everett Sloane, Harry Bellaver, Sandy Kenyon, George Mitchell, Casey Allen, Richard Holland, Bruce Hall, Tony Bickley, Dorothy Elder, Evelyn Seibold; (SD) by Jerry Shaw
Mr. and Mrs. North	NBC 10:30	The Mask of Hate - with Eve Miller, Willis Bouchey, Harry Lauter
THE NAME'S THE SAME	ABC 10:30	Roger Price replaces Arnold Stang as panelist

WEDNESDAY MAY 19
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My Little Margie	NBC 8:30	regulars & Andy Clyde, Tom Dillon; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	A Touch of Summer - (O) by George Faulkner; with Jerome Cowan, Ruth Matteson, Cora Witherspoon, Kenneth Nelson, Rita Vaughn;(SD)
STARS ON PARADE	DuM 9pm	Mario & Floria (D), Helen Dixon (S), Slim Gaillard (M&S)
ANGEL AUDITIONS (Paula Stone)	WABC 10:30	Scenes from Lover's Holiday - (O) by Richard Besoyan; with Stella Adler, Boyd Seghers, Joan Atwell, Jane Romano; (SD)

THURSDAY MAY 20

Ray Bolger	ABC 8:30	(O) by Bill Bowers; with regulars & Jan Clayton; (SD)
Four Star Playhouse	CBS 8:30	Backstage - (O) by Andre Maurois, (from The Dollar Bill), (A) by John & Gwen Gagni; with Charles Boyer; repeat
JUSTICE (Westbrook Von Voorhis)	NBC 8:30	An Eye for an Eye - (O) by Robert Alan Aurthur; with Richard Kiley, Skip Homeier, Janet Wood, Harvey Lembeck; (SD)
LUX VIDEO THEATRE	CBS 9pm	Blind Fury - (O) by Agnes Christine Johnston & Frank Dozey; with Dean Jagger; (SD) (FROM HOLLYWOOD)
Big Town (Pat McVey)	CBS 9:30	regulars & Arthur Space, Jay Adler, Michael Moore, Jonathan Hale Harry Tyler, Joe Crahan, Ann Barton; (SW & SD)
Ford Theatre	NBC 9:30	Beneath These Waters - (O) by Steve Fisher; with Ronald Reagan, John Baer, Peter Whitney, George Cooper, James Dobson, Chris Alcaide, Russ Conway; (SD) by Fred F. Sears;
KRAFT TELEVISION THEATRE	ABC 9:30	All Our Yesterdays - (O) by Meade Roberts; with Nancy Marchand, Joan Potter, Lee Philips, Arthur O'Connell, Monica Lovett, Charlotte Rae; (SD) by Fred Carney
Public Defender	CBS 10pm	Pauper's Gold - (O) by Al C. Ward; with Richard Lupino, Gloria Talbot, John Craven, Paul Brenneger, Douglas Dumbrille, Hugh Sanders, Gene Coogan; (SD) by Paul Guilfoyle
Foreign Intrigue (James Daly)	WNBT 10:30	F. I. in the Jail Sentence - (O) by Harold Jack Bloom; with John Padovano, Tord Stal, Elisaveta, Claes Thelander, Helge Hayerman; Music by Nils Kyndel; (SD)

FRIDAY MAY 21

Life of Riley (William Bendix)	NBC 8:30	Riley and the Foreman's Gift - (O) by Roland MacLane & Dick Conway; with regulars & Emory Parnell; (SD)
Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	Fie, Fie, Fifi - (O) by Arthur Rowe, (A) by Rowe & Edward Bernds with Fifi D'Orsay, Lloyd Corrigan, Frances Bavier, Harry Stewart, Larry Blake, Emory Parnell, Joey Forman; (SD)
Paul Hartman	ABC 9pm	The Discipline Campaign - (O) by Arthur Rowe; with regulars
Schlitz Playhouse	CBS 9pm	Blizzard-Bound - (O) by Robert Leslie Bellem; with Forrest Tucker, Bill Phipps, Donna Martell, John Dierkes; (SD)
THE BIG STORY (Robert Sloane)	NBC 9pm	Hal Wilson, Memphis Press-Scimitar - (O) by Norman Lessing; with Joseph Foley, Barbara Baxley, Margaret Feury, Steve Gravers, Richard Bishop, Guy Raymond, Peter Dawson, Sam Loconte; (SD)
CAMPBELL SOUNDSTAGE	NBC 9:30	A Little Child Shall Lead Them - (O) by Gerry Morrison; with Eileen Heckart, others to be announced; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MAY 14 THROUGH FRIDAY MAY 21

THE MORNING SHOW	CBS 7am	Thu - Eddie Condon (M)
KATE SMITH (Ted Collins)	NBC 3pm	M - Jimmy Nelson (ventriloquist); Tu - regulars; W - Al Bernie (C), Snooky Lanson (S), Delores Bunche (C), The Three Suns (S&M); Thu - Johnny Mack (D), Dorothy Day & fashions; Fri - Charlie Ruggles in World of Mr. Sweeney; Margaret Truman
MAGIC COTTAGE	WABD 6:30	M thru F - Stewart Bradley, Charles Mendick; (SW & SD)
COKE TIME-E. FISHER	NBC 7:30	F (5/21) - Elaine Malbin (S)

SATURDAY MAY 22

Johnny Jupiter (Wright King)	WABC 5:30	Reject's Defect - (O) by Jerome Coopersmith, (A) by William Kendall Clarke; with regulars only; (SD)
Joe Palooka (Joe Kirkwood)	WABD 7pm	(O) by Clark E. Reynolds; with regulars & Harry Cheshire, Hal Baylor, William Phillips, David Alpert, Sam Flint; (SD)
Man Against Crime (Ralph Bellamy)	WNBT 7pm (NBC Sun 10:30)	Hot as Three Pistols - (O) by George Ellis & Joe Jordan; with Brandon Peters, Jack Albertson, Victor Thorley, Dehl Berti, Wallace Rooney, Thomas Nello, Crahan Denton, Charles Randall, Cliff James; (SD)

SUNDAY MAY 23

PAUL WINCHELL	NBC 7pm	Janis Paige (S) & regulars
Roy Rogers	NBC 6:30	Outlaw's Return - (O) by Dwight Cummins; repeat
JACK BENNY	CBS 7:30	Bob Hope (FROM HOLLYWOOD)
COLGATE COMEDY HOUR (Abbott & Costello)	NBC 8pm	Sauter-Finegan Orchestra, Hoagy Carmichael (composer, S), Ricky Vera (S) (FROM HOLLYWOOD)
General Electric Theatre	CBS 9pm	Exit for Margo - (O) by John Klempner, (A) by Herbert Little, Jr. & David Victor; with June Havoc, Nancy Gates, Victor Jory, Taylor Holmes, Raymond Largay, Tom Powers, Claire Carleton, Mae Clarke; (SD) by Frank Wisbar
GOODYEAR TELEVISION THEATRE	NBC 9pm	The Lawn Party - (O) by Tad Mosel; with Geraldine Fitzgerald, Larry Gates, Patricia Fay, Jess Harris, Jane Moultrie; (SD) by Arthur Penn
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	Columbus, Ohio - (O) by David Harmon; with Matt Crowley, Jason Robards, Archie Smith, Joe Helgeson, Eda Heinemann, Somer Alberg
Loretta Young	NBC 10pm	Something Always Happens - (O) by Paul Franklin; with Lamont Johnson, Jeri Lou James, Howard Wendell, Charles Victor; (SD)
THE WEB	CBS 10pm	The Primitive Touch - (O) by Eileen & Robert Mason Pollock, (A) by Murdock Pemberton; with Joe Maross, Hans Josef Schumm, Paul Birch, Roy Johnson, James Little, Elizabeth Fraser; (SD) by Herb Hirschman

NEW YORK TALENT AVAILABILITIES

CHEVI COLTON - featured in Time of Storm, which just closed 3-months' engagement at Greenwich Mews - WA 9-1227

TIM HOLT & HIS WESTERN WRANGLER REVUE - AGT: Jolly Joyce, LA 4-9469

DOROTHY HART - leading lady of films & TV - AGT: William Morris, JU 6-5100

CELESTE HOLM - popular actress & chanteuse - AGT: Lloyd V. Almirall, WH 4-4800

GUSTI HUBER - recent star of Dial M for Murder - AGT: MCA, PL 9-7500

MIKE KELLIN - leading performer of Time of Storm - AGT: Jane Broder, George Morris, MU 8-0960

BRENDA LEWIS - in Girl in Pink Tights - AGT: Robert Lantz, PL 5-6850

BIBI OSTERWALD - heralded for performance in The Golden Apple at the Alvin - AGT: Gloria Safier, MU 8-3950

SONO OSATO - dancer-actress - AGT: Gloria Safier

CHRISTOPHER PLUMMER - AGT: Jane Broder

WILLIAM PRINCE - star of The Mask on ABC- AGT: MCA

LOGAN RAMSEY - young character actor - AGT: Jane Broder

TONY RANDALL - featured on Mr. Peepers - LE 2-1100

BYRON RUSSELL - veteran character actor - PL 3-0817

JEROME THOR - last year's hero of Foreign Intrigue - AGT: William Morris

HARRY TOWNES - versatile TV actor - AGT: Grace Lyons, JU 6-8330

YMA SUMAC - singer with phenomenal range - AGT: Kenneth Allen, CI 7-4737

Ross Reports ON TELEVISION

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MAY 24-30, 1954

VOLUME 6 NUMBER 21

PRODUCTION • PROGRAMMING • TALENT

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(26)

DuM- 10-10:30pm EDT; SPECIAL; Man of the Future; from WGN-TV(Chi), to the net. Sustaining. Pkgr- University of Notre Dame and WGN-TV with the DuMont network; Prod- Jay Faraghan(WGN-TV) and Rev. Thomas J. O'Donnell(Notre Dame); Writer- Jerry Fallon. The University of Notre Dame presents a salute to the nation's graduating class of 1954. The program will present students and professor representing various departments of the university. The Rev. Theodore M. Hesburgh, C.S.C., president of the university will talk on "The Meaning of Leadership." The Notre Dame Glee Club will sing. Joe Boland will act as commentator.

Sunday(30)

ABC- 8-9pm EDT; DEBUT; On The Boardwalk; from WABC-TV(NY) via remote from Atlantic City, N. J., to the net. Sustaining. Pkgr & Prod- Paul Whiteman; Dir- Art Stober; Music Dir- Bernie Lowe (for Whiteman); Sets- Nat Elkitz. Paul Whiteman m.c.'s a two-part talent show; the first half-hour devoted to eight variety acts, with the best four to be picked by a panel of guest judges. The top acts then return the following week to appear during the second half-hour to compete for prizes (Philco Corp products). The program originates from the Midway Theatre on the Steel Pier, Atlantic City. On The Boardwalk replaces The Mask in this time slot; the latter had been running as kine repeats of the original live program in the same spot.

NBC- 3:30-4pm EDT; SPECIAL; Driver's License, ON FILM; from WNBT(NY), to the net. Sustaining. Pkgr- Teleprograms, Inc(NY); Prod- William Hodapp; Dir- Robert Wald; Writer- Ross Donaldson. Highway safety program, starring Bambi Linn and Rod Alexander in dramatic roles. The program will also feature the presentation of the sixth annual Alfred P. Sloan Radio and Television Awards for highway safety crusades.

OTHER NETWORK CHANGES & ADDITIONS

NBC- Home (Mon thru Fri, 11am-12noon EDT) Brooks Clift now alternate director with Garth Dietrich.

Cheer Television Theatre, ON FILM; NET DEBUT May 30; Sun, 7-7:30pm EDT (for five weeks); from WNBT(NY), no. of stations indefinite. (Continued next page)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

OTHER NET CHANGES(Cont'd)

NBC- Cheer Television Theatre (Cont'd from previous page): Sponsor- Procter & Gamble Co (Cheer, Shasta & Gleem) thru Young & Rubicam, Inc(NY); Acct Exec- R. E. Buchanan; Agcy Superv- Joe Mego. Prod- Y & R for Procter & Gamble. Film dramas with various themes, produced in Hollywood; all are first run on the network. Program replaces the Paul Winchell Show in this time spot.

NETWORK SPONSOR ACTIVITY

CHRYSLER CORP thru McCann-Erickson, Inc will sponsor a twin series of dramas and musical-variety shows over CBS Television on Thursdays, 8:30-9:30pm EST; in the fall. The hour-long dramas will be presented three weeks out of four, with the fourth week given over to musical and variety extravaganzas; both types of programs featuring top rank writers and talent. The shows will originate in Hollywood.

THE TEXAS CO thru Kudner Agency, Inc will sponsor Jimmy Durante and Donald O'Connor on alternate weeks in half-hour comedy shows over NBC-TV on Saturdays, 9:30-10pm EST beginning in early fall, to be presented three weeks out of every four, for a total of 39 programs.

PLYMOUTH DIV, CHRYSLER CORP thru N. W. Ayer & Son, Inc has renewed sponsorship of That's My Boy (Sat, 10-10:30pm EDT) over CBS Television for 13 weeks, July 10 thru Oct 2.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - The American Adventure, LIVE & FILM; DEBUT May 23; Sun, 10:30-10:45pm EDT. Sustaining. Prod- Lux-Brill Productions, Inc; Dir- Lou Volpicelli(ABC). Kani Evans, newsreel reporter and commentator, narrates and integrates films on "behind the scenes" aspects of manufacturing various products.

WPIX(Ch 11) New York - This Is Henry Street, ON FILM; SPECIAL May 20; Thurs, 9-9:15pm EDT, one time only. Sustaining, public service. Film Prod- Fox-Movietone News for the Henry Street Settlement Committee for Community Support; Prod- John J. Gordon; Dir- Vyvyan Donner. Documentary pointing up the housing problems in one of the oldest settlements in New York City. Miss Helen Hall, director of the settlement, appeared in a live interview in connection with the film.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
New York					
WABC-TV(7)	#"Racket Squad" (ABC Film Synd)	-Brillo Manufacturing Co, Inc(Brillo) thru J. Walter Thompson Co	5/13	Thu	10:30-11pm
WABC-TV(7)	#"Foreign Intrigue" (J. Walter Thompson)	-P. Ballantine & Sons (Beer) thru J. Walter Thompson Co.	5/26	Wed	10:30-11pm
Chicago					
WBKB(7)	*"Ramar of the Jungle" (Television Programs of America)	-Open for participations	5/29	Sat	4-4:30pm
Los Angeles					
KCOP(13)	*"Joe Palooka" (Guild Films)	-Participations	5/1	Sat	7-7:30pm
KTTV(11)	*"Ramar of the Jungle" (TPA)	-Participations	5/15	Sat	6-6:30pm

*First run in market #Re-runs (Foreign Intrigue is 6-day delay after WNBT showing)

FILM DIGEST: Screen Gems, Inc., has re-organized its production department, emphasizing increasing development of TV film production in the East, with Benedict Berenberg named executive producer, Howard Magwood as producer-director and Selmer Chalif as production manager. Berenberg will also head an animation department to be staffed by animators from the West Coast. Screen Gems also named M. Peter Keane, director of technological development, with emphasis on the use of color film in commercial TV.....Station KTTV has sold Stories of the Century, TV film series currently being filmed at Republic Studios in Hollywood, for sponsorship by Anheuser-Busch, Inc (Budweiser Beer) thru D'Arcy Advertising Co over stations in Seattle, Portland, Spokane, Boise, Twin Falls and Idaho Falls. The Los Angeles station acquired West Coast rights to the series a month ago from Hollywood Television Service, Republic subsidiary. The films are produced by Studio City Television, Inc., another Republic Pictures subsidiary.

RATINGS DIGEST

ONCE WEEKLY PROGRAMS EVENING, SPONSORED (Net - Film or Live)	NATIONAL NIELSEN 2 Weeks end April 24 Homes(000)	Homes(%)	**U.S. PULSE TV Week Mar 1-7 APRIL	TRENDEX Week May 1-7 MAY
I Love Lucy(CBS-F)	(1) 17,220	(1) 60.4	(1) 49.5	(1) 56.9
Dragnet(NBC-F)	(2) 15,247	(2) 54.3	(2) 47.0	(3) 37.6
Bob Hope Show(NBC-L)	(3) 14,322	(3) 52.1	#	#
Buick-Berle Show(NBC-L)	(4) 12,568	(4) 45.8	(6) 35.8	*
Colgate Comedy Hour(NBC-L)	(5) 12,158	(7) 42.9	(9) 31.8	(4) 36.2
Jackie Gleason Show(CBS-L)	(6) 11,743	(5) 45.2	(5) 36.6	(7) 32.9
You Bet Your Life(NBC-F)	(7) 11,554	(8) 41.0	(3) 42.0	(10) 30.1
Godfrey Talent Scouts(CBS-L)	(8) 11,201	(6) 45.2	(4) 39.0	(2) 48.4
Ford Theater(NBC-F)	(9) 10,812	(9) 40.6	*	(6) 33.2
Television Playhouse(NBC-L)	(10) 10,595	(10) 38.5	*	*
Burns & Allen(CBS-F)	*	*	(7) 34.2	*
Godfrey & Friends(CBS-L)	*	*	(8) 33.9	*
Fireside Theatre(NBC-F)	*	*	(10) 31.8	*
This Is Your Life(NBC-L)	*	*	*	(5) 33.5
What's My Line(CBS-L)	*	*	*	(8) 31.5
Red Buttons(CBS-L)	*	*	*	(9) 31.2

CODE: *Not placed in first ten in survey #Not on air during survey week
Numbers in parentheses denote placement in each survey list (**NOTE: U.S. Pulse TV replaces the Multi-Market TelePulse reports. The new report is national, covering 60 broadcast areas. The Nielsen is also a national report, while Trendex is a 10-city survey). See page 72 for previous digest.

NEWS AND COMMENT: U. S. television sets in use as of April 1, 1954, totaled 29,495,000, according to an estimate by Hugh M. Beville, Jr., NBC's director of research and planning.....The U. S. Steel commercial showing a completely furnished 6-room house, presented during the U. S. Steel Hour over ABC-TV on April 27, drew a total of 48,731 letters requesting complete information on the pre-fab structure up to the end of May 17, with letters still coming in.....The NBC-Northwestern University Television Institute, offering a full-time six-week session of advanced training in television management, directing and production techniques, will be presented for the 13th year beginning June 18. The enrollment is limited to 25 students; lecturers include top personnel from WNBQ-NBC Chicago.

PERSONNEL CHANGES: Douglas Whitney has been signed by CBS Television as a producer in Hollywood, with his first assignment slated to be the one-hour Red Skelton show replacing Godfrey and his Friends for the summer on July 21.....Harry K. McWilliams elected president and general manager of Air Programs, Inc., New York.

(See next page for additions to Summer Program Status Schedule)

SUMMER PROGRAM STATUS SCHEDULE

Changes & Additions as of May 21, 1954
(Refer to Master List on Page 79)

ABC-TV

Tue 8:30-9pm; no net service in present time; filled by TWENTY QUESTIONS on 7/6
Tue 10:30-11pm; THE NAME'S THE SAME remains, new co-sponsor; cancellation listed last week was changed after press time
Thu 8:30-9pm; RAY BOLGER SHOW moves 7/9 to Fri 8:30-9pm for re-runs thru summer
Thu 9-9:30pm; OPEN HEARING - hiatus begins 7/9; returns in fall
Fri 8:30-9pm; PEPSI COLA PLAYHOUSE moves to Sun 7:30-8pm on 7/4; this slot to be occupied by RAY BOLGER (See above)

CBS-TV

Sun 10:30-11am; LOOK UP AND LIVE - last 6/27; replacement not set
Wed 8-9pm; ARTHUR GODFREY & FRIENDS - last 7/14, return 9/1; replaced by RED SKELTON starting 7/21
Sat 11:30am-12noon; ROD BROWN - last show 5/29; replaced on 6/5 by ABBOTT & COSTELLO films
Sat 10:30-11pm; no net service in present time; TWO IN LOVE (Bert Parks) starts 7/19

NBC-TV

Mon 8:30-9pm; VOICE OF FIRESTONE - last show 6/17; no replacement set
Tue 9-9:30pm; FIRESIDE THEATRE - last 6/29; replaced by SUMMER PLAYHOUSE (re-runs of FIRESIDE THEATRE); new series starts 8/31
Tue 9:30-10pm; ARMSTRONG'S CIRCLE THEATRE - last show 4/25; returns 8/31 (not 8/24 as listed); replaced by TOP PLAYS OF 1954 for summer (Ford Theatre re-runs)
Thu 8-8:30pm; YOU BET YOUR LIFE - re-runs start 6/17; fall series resumes in Sept
Tue thru Fri 7:30-7:45pm; days not set; THE WORLD OF MR. SWEENEY replaces DINAH SHORE or EDDIE FISHER, or possibly both

TALENT SHOWSHEET MAY 24-30, 1954

Most of the shows on May 21, 22, 23 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 28. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY MAY 21

THE NEW REVUE (Mike Wallace & Jonathan Winters)	CBS 5:30	Lita Baron & Billy Daniel (D), Vera Lynn (S), Pat Marshall (S), Ray McKinley (M), The Baird Marionettes, Charlie Dobson (S), Jonathan Lucas, Nelle Fisher & Forest Bonshire (all 3, D) & regulars
MAMA (Peggy Wood)	CBS 8pm	Family Feud - (O) by Jerome Ross; with regulars & Carl Frank Alice Frost; (SD)
DAVE GARROWAY	NBC 8pm	Betty Madigan (S), The Hilltoppers (S) & regulars
LIFE BEGINS AT 80	DuM 9pm	Raymond Massey & regulars
CAMPBELL SOUNDSTAGE	NBC 9:30	A Little Child Shall Lead Them - (O) by Mark Twain (from The Adventures of Tom Sawyer), (A) by Gerry Morrison; with Eileen Heckert, Mort Stevens, Paul Lynde, Joey Fallon, Johnny Klein, Bobby Alford, Eddie Brian, Linsdey Keene; (SD)
COL. HUMPHREY FLACK (Alan Mowbray)	DuM 10pm	The Perfume Story - (O) by Chet Crane; with regulars & Christine White, Janet Fox, Mort Marshall, Boris Aplon, Earl Montgomery

SATURDAY MAY 22

ROD BROWN	CBS 11:30	regulars & Sidney Armus, David White, William Swan, George Cotton
CAMERA THREE	WCBS 2pm	Mary Jemison, a Story of the American Frontier - (O) by James Seaver; (A)-(SW); with Jean Stapleton, Michael Kane, Tom Scott(S)
Range Rider (Jack Mahoney)	WNBT 6:30	The Chase - (O) by Edward Llewellyn; with regulars & Steve Darrell, Paul McGuire, Karen Sharpe; (SD)
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	regulars & Fred Stewart, Dortha Duckworth; (SW & SD)
YOUR SHOW OF SHOWS (Sid Caesar & Imogene Coca)	NBC 9pm	Patricia Neal, guest hostess; with Los Vargas (D), Carlos Montoya (M), Joan Holloway & Harrison Muller (D), Billy Williams Quartet (S), Bambi Linn & Rod Alexander (D), Sylvia Michaels & Keith Textor (S)

SUNDAY MAY 23

LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	No Sound of Battle - (O) by Horace Grant Underwood; with Harry Townes, Irving Winter, Gerry Ito, Robert Ozores, Sal Mineo, Kenneth Martinez; (SD)
FRONTIERS OF FAITH	NBC 1:30	The Last Rabbi - (O) by Norman Lessing; with Joseph Wiseman, Berry Kroeger, Martin Ritt, Leon Janney, Roger de Koven, Bert Cowlan, Gina Petrushka, Edgar Stehli, E. A. Krumschmidt, Martin Newman, David Pfeffer, Guy Repp, Kermit Murdock, Werner Klemperer, Karin Wolfe, William Griffin, Marsha Morris, Lisa Osten, Ronald Dawson, Charlotte Knight; (SD)
ELMER DAVIS	ABC 3:30	Bryson Rash substitutes for Davis this time only
HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	Serra and San Francisco - (O) by Elaine Ryan; with Robert Warwick, Lyle Talbot, Leslie Dennison, Paul Richards, others; (SD, H'WOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Great Moment of Haile Selassie - (O) by Kate Nickerson; with Henry Lascoe, Arnold Moss, Boris Tumarin, Basil Howes, Earl Hyman, Stephen Elliott, David Opatoshu, Robert Dryden, Bernard Grant;(SD)
MR. PEEPERS (Wally Cox)	NBC 7:30	all regulars including Ernest Truex, Sylvia Field, Reta Shaw, Jenny Egan, Ruth McDevitt, Gage Clarke; (SW & SD)
COLGATE COMEDY HOUR (Abbott & Costello)	NBC 8pm	Hoagy Carmichael (S&Composer), Ricky Vera (S), Sauter-Finegan Orch add: Peggy Lee (S) (FROM HOLLYWOOD)

TALENT SHOWSHEET(more)

SUNDAY MAY 23 (Cont'd)

TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Mindy Carson (S), Richard Hearne (C), Page & Bray (D), Dickie Valentine (S), Ghizzio Brothers (acro), Betty & Jane Kean (S&C), Scene from Gone With the Wind (FILM), with David O.Selznick(prod))
ROCKY KING, DETECTIVE(Roscoe & Todd Karns)	DuM 9pm	Return for Death - (O) by Robert Nathe; with regulars & Helen Seamon, Sy Travers, Bill Mason, Joe Locke; (SD)
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	The Devoted Wife - (O) by Vera Caliste; with regulars Alexander Lockwood, Betty Buehler, Jason Johnson, Phil Schuyler, Bea Chilson; (SD)

MONDAY MAY 24

Duffy's Tavern (Ed Gardner)	WNBT 7pm	Damage Suit - (SW); with regulars & Frank Ferguson, Richard Deacon, Jack Pennick, Jeanne Cooper; (SD)
JAMIE (Brandon de Wilde)	ABC 7:30	The Feud - (O) by Don Ettlinger; with regulars & White, Bruce Mars, Lydia Reed; (SD)
TONY MARTIN	NBC 7:30	Dinah Shore (S) (FROM HOLLYWOOD)
NAME THAT TUNE	NBC 8pm	Bert Lahr (C) & regulars
VOICE OF FIRESTONE	NBC 8:30	Cesare Siepi (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Elaine Pinkerton (M), Olga Delmar (S&M), Bill Henry (S)
RCA Victor(D.Day)	NBC 9pm	Pat Carroll & regulars;(SW & SD)
ROBERT MONTGOMERY	NBC 9:30	The Power and the Prize - (O) by Howard Swiggett, (A) by Robert J. Shaw; with Robert Montgomery, Gusti Huber, Collette Lyons, Frank Overton, Robin Craven, Anne Seymour, Addison Richards;(SD) by Norman Felton
STUDIO ONE	CBS 10pm	A Man and Two Gods - (O) by Jean Morris; (A) by Gore Vidal; with Paul Stevens, Patricia Wheel, Noel Leslie, George Voskovec, Charles Dingle, Charles Korvin, John Baragrey, John Cassavetes, Jonathan Harris; (SD) by Franklin Schaffner;Art by Burton Freund

TUESDAY MAY 25

Janet Dean, R.N. (Ella Raines)	WNBT 7pm	Erskine Case - (O) by William Kendall Clarke; with Don Hanmer, Nellie Burt, Addison Richards, Gerald O'Loughlin, Truman Smith, Gloria Scott Backe, Logan Field, Dorothy Blackburn, Jim Nolan
Cavalcade of America	ABC 7:30	Mightier than the Sword - (O) by Tom Seller; with Douglas Kennedy Adele Longmire, Robert Rockwell, Hayden Rorke, Whit Bissell, John Eldredge, John Alvin, Eduard Franz
Gene Autry	CBS 8pm	Gypsy Wagon - repeat
BUICK-BERLE	NBC 8pm	George Raft, Ann Sheridan & regulars; (SW & SD, FROM HOLLYWOOD)
THE GOLDBERGS	DuM 8pm	add regular: Regina Resnik (S)
LOVE STORY	DuM 8:30	Turn Back the Clock - (O) by Werner Michel; with Harry Townes, Audra Lindley, Thomas Coley, Tommy Halloran, Dan Reed, Nanette Barrett, Robert Drew; (SD)
Fireside Theater (Gene Raymond)	NBC 9pm	Juror on Trial - (O) by John Larkin, (A) by David Dortort; with Julie Bishop, John Shelton, Wally Cassell, Jonathan Hale, Emmett Vogan, James Craven, Russell Conway, Kay Rhiel, Helen Spring, Ted Stanhope, James Wallace Horan; (SD)
SUSPENSE	CBS 9:30	Fingerprints - (O) by Irving Wallace, (A) by Michael Dyne; with John Emery, Sanford Meisner, Jacques Aubuchon, Gaby Rodgers, Lisa Osten; (SD)
U.S. STEEL HOUR	ABC 9:30	The Great Chair - (O) by Leo Lieberman (from My Harvard Accent) (A) by Erik Barnouw; with Gary Merrill, Walter Hampden, Lori March, Paul Huber, Mercer McLeod, William Redfield, John D. Seymour, Don McHenry, Arthur Jarrett, Malcolm Lee Beggs; (SD)

TUESDAY MAY 25
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ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Use of Dignity - (O) by John George Hanley; with Ed Begley, Cliff Robertson, Joe Downing, P. Jay Sidney, Jim Boles, Florence Anglin, Al Hopson, Albert Paulson, Frank Campanella, Don De Leo, Harold Gary; (SD) by Jim Sheldon; LAST SHOW OF SEASON
DANGER	CBS 10pm	Deadly Counter - (O) by Lewis Lusardi; with Ian Tucker, Jean Stapleton, Edward Andrews, Maxine Stewart; (SD)
Mr. and Mrs. North (Barbara Britton & Richard Denning)	NBC 10:30	Climax - (O) by Herbert Purdum; with regulars & Steve Brodie, Russ Conway, Paul Richards, John Harmon, Dick Reeves, Harry Raven, Monica Keating, George Conrad; (SD)

WEDNESDAY MAY 26
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Wild Bill Hickok (Guy Madison)	WNBT 6pm	regulars & Christine Larson, Keene Duncan, Edward Clark, Helen Van Tuyle; (SW & SD)
My Little Margie (Gale Storm)	NBC 8:30	Dutch Treat - with regulars & George Meader, Liz Slifer, Hugh Sanders; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	The Scarlet Letter - (O) by Nathaniel Hawthorne, (A)-(SW); with Kim Stanley, Leslie Neilson, Bramwell Fletcher, Margaret Wycherly Colin Keith-Johnston, Mercer McLeod, Jack Livesey, Francis Compton, Barbara Myers, Robert Chisholm, Dorrit Kelton, Cliff Durston, Logan Ramsey; (SD)

THURSDAY MAY 27
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JANE FROMAN	CBS 7:45	Jimmy Demaret (golfer) & regulars
Four Star Playhouse	CBS 8:30	Girl on a Park Bench - repeat
JUSTICE	NBC 8:30	In the Deep Night - (O) by Halsted Welles; with Rod Steiger, Johnny Stewart, Christiane Felsmann, Linn McCarthy, Donald McKee, Richard Bishop, Bruce Gordon; (SD)
LUX VIDEO THEATRE	CBS 9pm	I'll Never Love Again - (O) by Richard McDonagh; with Suzan Ball, Dick Long; (SD) by Richard Goode (FROM HOLLYWOOD)
OPEN HEARING	ABC 9pm	Don Goddard replaces John Daly this week only
Ford Theatre	NBC 9:30	Keep it in the Family - (O) by Paul West & Roswell Rogers; with Robert Young, Ellen Drew, Sally Fraser, Gordon Gebert, Tina Thompson, Norman Feld; (SD) by William D. Russell, Prod by Eugene B. Rodney (PILOT FILM FOR FATHER KNOWS BEST)
KRAFT TELEVISION THEATRE	ABC 9:30	Dodsworth - (O) by Sinclair Lewis, (A) for stage by Sidney Howard, (A) for TV - (SW); with Anthony Ross, Irene Manning, Flora Campbell, Nils Asther, Michael Ingram, Cavada Humphrey, June Dayton, Anthony Francioso; (SD)
Big Town (Pat McVey)	CBS 9:30	regulars & Jack Diamond, William Johnstone, Allene Roberts, John Larch; (SW & SD)
Public Defender (Reed Hadley)	CBS 10pm	Stepchild - (O) by Marianne Mosner; with regulars & Lizz Slifer, Barbara Whiting, Argentina Brunetti, John Close, Richard Deacon, Michael Hall, Ann Duncan, John Duncan, Fred Essler, Paul Bryar
MARTIN KANE (Mark Stevens)	NBC 10pm	(O) by David F. Harmon; with Horace MacMahon, Leslie Barrett, David Winters, Mary Johnson, Dick Wigginton, Bill Grey, Joe Hasel, Edward Binns; (SD)
Foreign Intrigue (James Daly)	WNBT 10:30	F. I. in Secret Documents - (O) by George & Gertrude Fass; with John Padavano, Alf Kjellin, Claes Thelander, Bengt Blomgren, Bemit Frodi; (SD)

FRIDAY MAY 28
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MAMA (Peggy Wood)	CBS 8pm	Mama and the Magician - (O) by Turner Bullock & Virginia Radcliffe; with regulars & Darren McGavin, Nellie Burt, Dortha Duckworth; (SD)
DAVE GARROWAY	NBC 8pm	Eddy Howard (S) & regulars

FRIDAY MAY 28 (Cont'd)

Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	Grenadine - (O) by James Gunn; with Sally Blaine, Bill Bishop, Jack Daly, Betty Woods, Joseph Vierira; Dir by Herschel Daugherty
Schlitz Playhouse	CBS 9pm	Little War in San Dede - (O) by Monte Pittman; with Willard Parker, John Agar, Ross Elliott, Rodolfo Hoyos, Pilar del Rey, Frieda Inescourt; Dir by Harold Schuster
THE BIG STORY (Robert Sloane)	NBC 9pm	Virgil Pierson, Birmingham, Ala. Post-Herald - (O) by Max Ehrlich with Murray Hamilton, Joseph Leon, Virginia Vincent, Maurice Wells, John Martin, Hank Gillen, Scott Moore, Barbara Townsend, Gale Page; (SD)
LIFE BEGINS AT 80	DuM 9pm	Lauritz Melchior (S) & regulars
CAMPBELL SOUNDSTAGE	NBC 9:30	Corner Druggist - (O) by Turner Bullock; with cast to be announced; (SD)
COL. HUMPHREY FLACK	DuM 10pm	Good Old Bob - (O) by Ed Juhist & S. L. Davis; with Ethel Wilson, Sally Kemp, Will West, Roy Johnson; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MAY 21 THROUGH FRIDAY MAY 28

STRIKE IT RICH(Hull)	CBS 11:30	M - Tommy Henrich (sports); W (am) - Dorothy Fields (lyricist)
GARRY MOORE	CBS 1:30	Tu - Owen McGiveney (quick-change); Thu - Jackie Bright (C)
KATE SMITH (& Ted Collins)	NBC 3pm	M - The Three Suns (M&S), Jimmy Nelson (ventriloquist); Tu - Alene Dalton, story princess; Cy Coleman Trio (M), Henny Youngman (C), Dorothy Day & fashions; W - all regulars; Thu - Jeff Clark & Michele Burke (S), Charlie Ruggles in World of Mr. Sweeney, Al Bernie (C); F - regulars
MAGIC COTTAGE	WABD 6:30	regular & Lionel Wilson, Arny Freeman; (SW & SD) (Mon thru Fri)
CAPTAIN VIDEO (Al Hodge)	DuM 7pm	M thru F -Pit of Doom - (O) by Carey Wilber; with Jay Barney, Clifton James, Somer Alberg, Chester Stratton, Ed Holmes, Al Sanders; (SD) (THIS SEQUENCE SEEN THRU 7/4)
COKE TIME-E. FISHER	NBC 7:30	W - Kitty Kallen (S); F - Vera Lynn
SPORT SPOTLIGHT	WPIX	Sun 10:45pm & Mon 11:15pm - Bob Finnegan takes over as sportscaster, alternating with Don Budge who handles Tu thru Sat shows

SATURDAY MAY 29

Johnny Jupiter (Wright King)	WABC 5:30	The Barber - (O) by Jerome Coopersmith, (A) by William Kendall Clarke; with regulars only; (SD)
Range Rider (Jack Mahoney)	WNBT 6:30	Outlaw Territory - (O) by Oliver Drake; with regulars & Jim Bannon, Gregg Barton, Stanley Andrews, Minerva Urecal; (SD)
Joe Palooka (Joe Kirkwood)	WABD 7pm	(O) by Ray Huggins, Richard Bare, Charles Marion, Roy O'Hoogain; with regulars & John Carradine, Frank Krieg, Michael Ross, Bill Walker, Harry Hayden; (SD)
Man Against Crime (Ralph Bellamy)	WNBT 7pm (NBC Sun 10:30pm)	Rumble in the Streets - (O) by B. Loring; with Carolyn King, William Halop, Jack Banning, Scott Marlowe, Matt Lorenz, Joseph Walsh, Robert Wark, Edwin Bruce, Allan Rich, John Donald Gallagher, Athene Lorde, Addison Richards, Frank Catal, Silvio Minciotti; (SD, IN TWO PARTS, THIS WEEK AND NEXT)

SUNDAY MAY 30

COLGATE COMEDY HOUR	NBC 8pm	Martin & Lewis with guests to be announced; (FROM HOLLYWOOD)
TOAST OF THE TOWN	CBS 8pm	Liberace(M) & Hermione Gingold(C); Patti Page (S),Richard Hearne
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	The Shadow of Willie Greer - (O) by Horton Foote; with Dorothy Gish, William Hansen, Wright King, Nan McFarland, Frank Overton, Pat Hinkle; (SD) by Vincent Donehue
PACKARD PROGRAM-WRIGHT	ABC 9:15	Polly Bergen & Jerome Courtland (S) & regulars
MAN BEHIND THE BADGE (Fred Uttal)	NBS 9:30	Tulsa - (O) by David Harmon; with Bruce Gordon, Coe Norton, Norman Shellie, Peter Ostroff, Frank Marth, Boris Aplon; (SD)
PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	Nice Lady - (O) by Norman Sweatland; with regulars & Joe Richards Marian Noble, Ethel Britton, Jim Boles, Tom Gorman; (SD)

Ross Reports ON TELEVISION

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MAY 31-JUNE 6, 1954

VOLUME 6 NUMBER 22

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

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= WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(May 31)

POOL- 9:30-10pm EDT; SPECIAL; President Eisenhower's Columbia University Address; from WNBT(NY), to all nets. ABC and DuMont will telecast live; NBC telecast on kine, 11:15-11:45pm; CBS kine 11:30pm-12midnight EDT. Prod Superv- Doris Corwith(NBC); Dir- Jack Mills(NBC). President Eisenhower will address the Columbia University National Bicentennial Dinner at the Waldorf-Astoria Hotel, New York. No formal topic has been announced, but the President will follow the bicentennial theme: "Man's Right to Knowledge and the Use Thereof." The address will be simulcast and also recorded for broadcast.

ABC- 8:30-9pm EDT; SPECIAL; Indianapolis Thrills of a Lifetime, LIVE & FILM; from WFBM-TV(Indianapolis), no. of stations indefinite. Sponsor- Continental Manufacturing Co(Life-Time Batteries & Filters) thru W. H. Hunt & Associates(LA). Prod & Dir- Eddie Nugent(ABC). Highlights and interviews based on the outcome of the Memorial Day Indianapolis Speedway Classic, with Tom Carnegie, Speedway announcer, as m.c. Interviews will be with the top four finishers in the race and raceway officials. Films of previous races will be shown.

Tuesday(June 1)

ABC- 9:30-10pm EDT, alternate Tuesdays; DEBUT; Center Stage; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC-TV; Prod- Herbert Brodkin; Asst to Prod & Scripts- Philip Barry, Jr; Dir- Don Richardson (also Dan Petrie and others occasionally); Assoc Dir- James Walsh; Music Dir- Ralph Norman; Sets- Fred Stover; Costumes- Alfred Lehman; Casting- Joan MacDonald(ABC). Live dramatic productions, both originals and adaptations of novels, plays, short stories, etc. Program was formerly the Motorola TV Hour which had its last performance May 18. Program alternates with The United States Steel Hour.

NBC- 9:30-10pm EDT; DEBUT; Top Plays of 1954, ON FILM; from WNBT(NY) & KNBH(LA), no. of stations indefinite. Sponsor- Helene Curtis Industries, Inc., thru Earle Ludgin & Co(Chi). Thirteen re-runs of Ford Theatre films of the 1953-54 season. Program is summer hiatus replacement for Armstrong's Circle Theatre, which gave its last performance May 25 and returns August 31.

Saturday(5)

CBS- 11:30am-12noon EDT; NET DEBUT; The Abbott and Costello Show; ON FILM; from WCBS-TV(NY), 34 stations (9 to be added). (Continued next page)

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Saturday(5)

CBS- The Abbott and Costello Show (Cont'd from previous page): Sponsor- Campbell Soup Co(Pork & Beans, Ketchup) thru Leo Burnett Co., Inc(Chi); Acct Exec- Ed Phiele(Chi); Agcy Superv- Frank W. Dodge(NY). Re-runs of some of the films in the original syndicated series of 52 half-hour comedy films produced in Hollywood and distributed by MCA-TV, Ltd. The films are first-run in some markets. Program replaces Rod Brown and the Rocket Rangers in this time spot.

NBC- 11-11:30am EDT; SPECIAL; Adlai Stevenson's Columbia University Address; from WNBT(NY), to the net. Live only on WNBT, possibly other NBC owned and operated stations. NBC network telecast on kine, 8-8:30pm EDT. An address by Adlai Stevenson at Columbia University's Bicentennial Conference on National Policy for Education, Health and Social Service.

Sunday(6)

NBC- 8-9pm EDT; DEBUT; The Colgate Summer Comedy Hour; from WNBT(NY) & KNBH (H'wood) alternate weeks; June 6, N.Y.; June 13, L.A., etc. Sponsor- Colgate-Palmolive Co(Halo, Ajax, Dental Cream, Soap, Shave Cream, Fab) thru: Halo & Ajax thru Bryan Houston, Inc(NY); Acct Execs- William Hillenbrand, George Finley. Dental Cream, Soap, Shave Cream thru Ted Bates & Co(NY); Acct Execs- Rudolph Montgelas, David Ketner, C. P. Dixon. Fab thru William Esty Co., Inc (NY); Acct Exec- William Booth; Agcy Superv- George Chatfield. Pkgr- NBC-TV; Hollywood origination: Prods- Jack Donohue & William Asher. New York origination: Prod & Dir & Casting- Nat Karson (at Ted Bates); Music Dir- Al Goodman; Writers- Irvin Graham, Arnold Rosen, Coleman Jacoby(premiere); Choreog- Dania Krupska. Headline talent and new, young talent in original revues, replacing the Colgate Comedy Hour for the summer in this time spot. During previous summers the Comedy Hour has gone off the air.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Monday Night Fights from Eastern Parkway Arena (Mon, 9:30-11pm EDT) Fred Sayles does the blow-by-blow and "color" commentary, replacing Barney Ross and Jay Owen.

CBS- Fred Waring Show (Sun, 9-9:30pm EDT) Last show May 30.

The Brighter Day (Mon thru Fri, 1-1:15pm EDT) Robert Steel now producer and casting at Young & Rubicam, Inc(NY), replacing Mary Harris.

Woman With a Past (Mon thru Fri, 4-4:15pm EDT) Stan Lee is producer, effective May 31, replacing Richard Brill who moved to The Morning Show as producer.

Robert Q. Lewis Show (Mon thru Fri, 4:30-5pm EDT) Jack Paar takes over as m.c. for Lewis for four weeks, beginning June 2. Al Span becomes producer effective June 2, in addition to his post as producer of the Jack Paar Show. Frank Satenstein continues as director of the Lewis show.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Jerry Lester Show; CHANGE May 31; Mon thru Fri, 11:10pm-12:10am EDT. Sustaining. Pkgr- Milverne Productions(NY); Prods- Vernon Becker, Milton Stanson; Dir- Bill Dodson; Writer- Marty Roth. The program, moved temporarily two weeks ago from its 4-4:55pm spot because of the Army-McCarthy telecasts, stays permanently in the late evening time, with a new cast supporting Lester; comedienne Nancy Walker, vocalist Betty George and Buddy Weed and orchestra.

WCBS-TV(Ch 2) New York - On the Carousel; PROD-M.C. CHANGE June 5; Sat, 9-10am EDT. Paul Tripp becomes producer and star-m.c. of the educational series for children June 5, replacing Hal Thompson and Allen Ludden in the respective positions.

WNBT(Ch 4) New York - Channel 4 Spotlight; DEBUT May 31; Mon thru Fri, 1-1:30pm EDT, for three weeks. Sustaining. Pkgr- WNBT; Exec Prod- Johnny Stearns; Prod- Bob Stewart. Public auditions for new talent discovered thru the station's local talent search. Newcomers are supported by well-known TV names. WNBT-WNBC stars will also appear, some in experimental formats and routines.

WOR-TV(Ch 9) New York - PHONEVISION TESTS: Zenith Radio Corp will conduct tests of its Phonevision system for subscription television in 5-minute segments between 9am and 4pm daily for one or two weeks in an initial period. Phonevision had previously been tested in Chicago, home city for Zenith.

WPIX(Ch 11) New York - Week-End Tips; DEBUT May 27; Thurs, 8:55-9:05pm EDT. Sponsor- G. Krueger Brewing Co thru Grey Advertising Agency(NY). Prod- Dick Lukin; Dir- Jack Felice. Jon Gnagy, artist-sportsman, presents tips on recreational facilities in the New York area, covering all sports, but emphasizing fishing.

WATV(Ch 13) Newark, NJ - Angel Auditions; STATION CHANGE June 2; Wed, 9:30-10pm EDT. Sustaining. Pkgr- Broadway Angels, Inc; Prods- Howard Field & Tom Legate; Dir- not named at press time. Paula Stone is hostess, interviewing the stars and other personnel of prospective Broadway shows. Program debuted ober WABC-TV(NY) on April 21, Wed, 10:30-11pm. Last show was May 19.

WNBQ(Ch 5) Chicago - Championship Golf; DEBUT June 1; Tues, 11pm-12midnight CT. Sponsor- DeMet Pontiac(auto dealer) thru Wright-Campbell Advertising. Pkgr- WNBQ; Prod- Matt Niesen; Commentator- Norman Barry. Weekly tourneys in capsule form, with pro and amateur golfers competing under lights in special tests in the area of the 18th green of Tam O'Shanter Country Club. Two pros and two amateurs are matched against each other each week in tests of approach shots and putting at set distances.

WLW-T(Ch 5) Cincinnati - The City Manager Reports; DEBUT May 29; Sat, 12:45-1pm ET. Sustaining, public service. Pkgr- WLW-T; Prod- Bob Roberts; Dir- Betty Matthews. City Manager C. A. Harrell, assisted by Dan Stiebel, a member of his staff, explains the functions of the city government and also answers inquiries on city operations.

WXYZ-TV(Ch 7) Detroit - Hot Rod Races; RETURN June 3; Thurs, 9:30-10:30pm EST. Sponsor- Pfeiffer Brewing Co(Famous Beer) thru Maxon, Inc(Detroit). Fred Wolf describes the races at the Motor City Speedway.

KABC-TV(Ch 7) Hollywood, LA - The Al Donahue Show; DEBUT May 28; Fri, 9:30-10:30pm PT. Auto sponsors. Pkgr- KABC-TV; Exec Prod- Hunt Stromberg, Jr. Al Donahue's orchestra, with vocalists Charlene Bartley and Ray Norval and comedy vocalist Frank Saputo, in a band remote with occasional specialty acts, from the Santa Monica Ballroom. The Pied Pipers vocal group are featured in two or three spots on each show.

KABC-TV - The New Margaret Whiting Show; DEBUT May 31, Mon thru Fri, 10:30-11pm PT. Sponsor- Harbor Lincoln Mercury. Pkgr- KABC-TV; Exec Prod- Hunt Stromberg, Jr. Margaret Whiting moves from her afternoon, 5:30-5:55pm time, to a complete new format and time. Miss Whiting sings and has celebrity guests in a night club setting, an "After Hours Club."

CASTING: The Golden Windows (NBC, Mon thru Fri, 3:15-3:30pm, debut July 5; dramatic serial) Casting: Mary Harris, producer, at Young & Rubicam, NY..... ...The Marriage (NBC, Fri, 8-8:30pm, debut July 2; situation comedy with Hume Cronyn, Jessica Tandy) Casting: Eleanor Kilgallen, MCA, & Daniel Hollywood, own office; using supporting actors to company of seven regulars mostly cast..... The World of Mr. Sweeney (NBC, Tue thru Fri, 7:30-7:45pm, debut June 30; situation comedy with Charlie Ruggles, has been Kate Smith Show segment) Casting: Sam Schiff, exec producer, currently at NBC Hudson Theatre; will use supporting actors. Song Snapshots on a Summer Holiday (CBS, Tue & Thu, 7:45-8pm, debut June 24; musical & variety) Casting: Byron Paul, prod-dir, at CBS 524 W 57; will use 1 or 2 name singers, variety acts.....Arthur Murray Party (NBC, Tue, 8:30-9pm, return June 15; musical & variety) Casting: Leon Newman 48 W 48; will use stars & variety performers, 3 acts per show.....Concerning Miss Marlowe- working title (NBC, Mon thru Fri, 3:45-4pm, debut prob July 5) Casting: Ann Howard, Benton & Bowles, NY; write for appointment; will cast lead role (successful actress approaching 40 who returns to U.S. from London) then cast others around her.

NOTE: This new section will appear each week with advance news of casting and changes in current programs when they occur. Beginning next week, information on future script requirements will also appear in a supplementary section.

FILM DIGEST: The Heart of Juliet Jones, a King Features comic strip, is being filmed for a new 15-minute serial drama for MPTV. Catherine McLeod stars in the title role, supported by Lorna Lynn, Cliff Hall and Gene Peterson. A pilot will be available in three weeks. Charles Irving will produce and direct the series, with Charles Gussman writing the episodes.....Norman Blackburn has been named executive director for Screen Gems, Inc., in Hollywood, to act as liaison between Screen Gems' production dept and agencies, networks and clients.....Guild Films will distribute Signet Circle Playhouse, 26 half-hour film dramas produced by Andre Luotto Productions from stories by famous European authors.

NEWS AND COMMENT: NBC signed comedienne-singer Kaye Ballard to a long-term contract. She'll be featured in the first of the new Colgate Summer Comedy Hour series and appear in other shows.....William S. Paley, chairman of the Board, Columbia Broadcasting System, Inc., in an address before the convention of the National Assn of Radio and Television Broadcasters in Chicago on May 25, discussing responsibility in broadcasting in the field of news and public affairs, said in part: "The broadcaster has the same right to editorialize and the same right to independent as the free press....In this connection, I would like to say that it is not the act of editorialization which puts the bite and backbone into a news and public affairs operation. It is rather the fact of having a rounded and vital schedule which does the trick...a schedule of unbiased news which covers all categories...a fair and objective analysis of that portion of the news which calls for background and interpretation...a schedule of controversy in which the issues of concern to the listeners will get full and responsible airing...public feature programs and documentaries which put the spotlight on conditions worthy of the listener's attention.".....Paul Raibourn, v.p. of Paramount Pictures Corp, told the Television Council of Chicago at a luncheon May 21 of 12 proposals that would help solve the UHF economic problem, among them: subscription television, moving all VHF stations to UHF channels, granting additional UHF channels to networks, required UHF tuners for color sets sold in interstate commerce and elimination of intermixture of VHF and UHF stations in the same community. Paramount Pictures has network, local and subscription television interests.

PERSONNEL CHANGES: Frank Derry has resigned as manager of press and publicity for WNBK-WTAM(Cleveland) to join the pr staff of Cleveland Electric Illuminating Co, handling radio and television.....Richard Pack resigned as director of programs for WNBT-WNBC(New York).

SUMMER PROGRAM STATUS SCHEDULE

Changes & Additions as of May 28, 1954
(Refer to previous listings on Pages 79 & 84)

CBS-TV

Mon 9:30-10pm; RED BUTTONS - last show 6/14; replaced on 6/21 by MASQUERADE PARTY for 13 weeks
Tue & Thu 7:45-8pm; SONG SNAPSHOTS ON A SUMMER HOLIDAY replaces JANE FROMAN starting Thu 6/24 & JO STAFFORD starting Tue 7/6(show is sustaining on Tuesdays); FROMAN returns 9/16.
Tue 8:30-9pm; JUVENILE JURY returns 6/22 for 13 weeks
Sat 9:30-10pm; THE JACK PAAR SHOW replaces MY FAVORITE HUSBAND on 7/17; PAAR's last Fri 10-11am show is 7/2
M-W-F 7:45-8pm; TV'S TOP TUNES replaces PERRY COMO SHOW 6/28 thru 8/20

NBC-TV

M thru F 3-4pm; KATE SMITH - last show 6/8; replacements thru 7/2 not announced.
M thru F 3:15-3:30pm; THE GOLDEN WINDOWS starts 7/5
W & F 7:30-7:45pm; COKE TIME WITH EDDIE FISHER - last show 6/25, returns 8/25; replaced on 6/30 by THE WORLD OF MR. SWEENEY
Tu & Thu 7:30-7:45pm; DINAH SHORE - last show 7/1, returns in fall; replaced on 7/6 by THE WORLD OF MR. SWEENEY, same as above, thereafter seen Tu thru Fri.
Mon 8:30-9pm; THE VOICE OF FIRESTONE - last show 6/7 (not 6/17 as previously listed); replaced on 6/14 by COMMENT
Thu 8-8:30pm; THE BEST OF GROUCHO (re-runs of YOU BET YOUR LIFE) starts 6/17; fall series resumes 9/16.
Fri 8-8:30pm; THE MARRIAGE starts 7/2 for 8 weeks (replacing DAVE GARROWAY SHOW)
Sat 7:30-8pm; ETHEL AND ALBERT - last live show 5/29, kine repeats seen thru 7/3; live show returns 9/5
Day, time to be announced; TV RECITAL HALL - returns once weekly for 8 weeks

DUMONT

The following shows remain through the summer:

Sun 6:30-7pm; MEET YOUR CONGRESS
Sun 7-7:30pm; AUTHOR MEETS THE CRITICS
Sun 9-9:30pm; ROCKY KING, DETECTIVE
Sun 9:30-10pm; THE PLAINCLOTHES MAN
M thru F 3-4pm; THE PAUL DIXON SHOW
M thru F 7-7:15pm; CAPTAIN VIDEO
M thru F 7:15-7:30pm; MARGE AND JEFF
Mon 9-10:50pm(approx); MONDAY NIGHT FIGHTS
Tue 8-8:30pm; THE GOLDBERGS
Tue 8:30-9pm; LOVE STORY
Wed 9-9:30pm; STARS ON PARADE
Wed 9:30-10pm; DOWN YOU GO
Wed 10-10:30pm; THE MUSIC SHOW
Wed 10:30-11pm; BETTER LIVING TELEVISION THEATRE
Thu 8-8:30pm; WHAT'S THE STORY?
Thu 8:30-9pm; BROADWAY TO HOLLYWOOD
Thu 9-9:30pm; JOHNS HOPKINS SCIENCE REIIEW
Fri 9-9:30pm; LIFE BEGINS AT 80
Fri 10-10:30pm; CHANCE OF A LIFETIME
Fri 10:30-11pm; COLONEL HUMPHREY FLACK
Sat 10-12Midnight; SATURDAY NIGHT WRESTLING
Sat 11;05-11:30pm; SPORTS SHOWCASE

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TALENT SHOWSHEET MAY 31-JUNE 6, 1954

Most of the shows on May 28, 29, 30 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, June 4. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

The following programs are scheduling re-runs of films during the summer. Since credits were listed fully at the time of original showing, they will not be repeated here. Re-runs are currently being shown on: My Little Margie, Roy Rogers, Gene Autry, Top Plays of 1954, Mr. and Mrs. North, Four Star Playhouse, I Married Joan.

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FRIDAY MAY 28

I'll BUY THAT (Mike Wallace)	CBS 11:00am	kill: Vanessa Brown as regular; replaced on this date by Sylvie St. Clair
THE NEW REVUE (Mike Wallace)	CBS 5:30	Nina Foch, Jackie Cooper, Ray Arnet (D), Mayo Brothers (D), Charlie Dobson & Toni Southern (S), Beatrice Kraft (D) & regulars
CAMPBELL SOUNDSTAGE	NBC 9:30	Corner Druggist - (O) by Turner Bullock; with Lillian Gish, Richard Kiley, others; (SD)

SATURDAY MAY 29

ROD BROWN (Cliff Robertson)	CBS 11:30	regulars & John Shellie, Woodrow Parfrey, George Ives, Jay Lanno (SW & SD, LAST SHOW OF SERIES)
SECRET FILES OF CAPTAIN VIDEO (Al Hodge)	DuM 11:30	Training Crews - (O) by Carey Wilber; with regulars & Stewart Bradley, Dick Moore, Peter Dawson, Gaines Kincaid; (SD)
CAMERA THREE	WCBS 2pm	Royal Dano, Michael Kane, Tom Scott (M&S)
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30pm	regulars & Ruth Matteson, Rex O'Malley, John Shellie, Lois Holmes, Leon Belasco, Robert Fortin; (LAST LIVE SHOW OF SEASON)
YOUR SHOW OF SHOWS (Sid Caesar) & Imogene Coca)	NBC 9pm	Eartha Kitt (S) as guest hostess; Bambi Linn & Rod Alexander (D), Marguerite Piazza & Jack Russell (D), Bob Hamilton Trio (D) & regulars (REPEATS OF SKETCHES & MUSICAL PRODUCTIONS)

SUNDAY MAY 30

LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	The Arrogant Humility - (O) by Palmer Thompson; with Nina Foch, William Prince, Richard Hylton, Gertrude Allen; (SD)
HALLMARK HALL OF FAME (S. Churchill)	NBC 5pm	The Armour-Bearer - (O) by Helene Hanff; with cast to be announced; (SD, FROM HOLLYWOOD)
THE AMERICAN WEEK	CBS 6pm	Don Hollenbeck substitutes for Eric Sevareid on this date only
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Rise of Genghis Khan - (O) by Mel Goldberg; with Bruce Gordon, Ray Bramley, John Baragrey, Jack Bittner, George Mathews, Ross Martin, Haim Winant, Marsha Pavia; (SD)
Cheer Television Theatre	NBC 7pm	Pablo's Well - (O) by Philip Ketchum, (A) by Jo Pagano; with Jay Novello, Ian Macdonald, Frank Ferguson, William Boyett
MR. PEEPERS	NBC 7:30	regulars & Heywood Hale Broun, Jane Moultrie, Al Checco, Julius Bing
Private Secretary (Ann Sothern)	CBS 7:30	A Matter of Taste - (O) by Leonard Gershe; with regulars & Leon Askin, Sig Arno; (SD)
ON THE BOARDWALK (Paul Whiteman)	ABC 8pm	Judges: Mindy Carson, Evelyn Ay (Miss America of '54), Bunny Rosselli (choreog), Dudley Wilkinson (talent scout); Performers; D'Honau Sisters, Dorothy & Lillian (D), Nancy Lewis & Andrea McLoughlin (S), Billy Spitz, Bobby Gregg & John Dancer (M) (FROM ATLANTIC CITY)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Hermione Gingold (C), Liberace (M), Patti Page (S), Richard Hearne (C), Bacone College Chorus; add: Red Buttons (C)
ROCKY KING, DETECTIVE	DuM 9pm	Bored from Within - (O) by Phil Goodman; with regulars & John Raby, John Seymour, Christine Linn, Clifton James, Barnet Biro

SUNDAY MAY 30 (Cont'd)
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THE WEB	CBS 10pm	Death Has Nine Lives - (O) by Hal Hackady; with Haila Stoddard, Robert Webber, June Dayton, Katherine Raht, Lynne Rogers, Ted Chapman; (SD)
Loretta Young	NBC 10pm	Lady in War Paint - (O) by Burt Kennedy, (A) by Richard Morris; with Jeff Morrow, Anthony Numkina, Tom Humphrey, Elman Bahnimtewa, Earl Numkina, Ronald Numkina; (SD)

MONDAY MAY 31
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Duffy's Tavern (Ed Gardner)	WNBT 7pm	Archie the Heir - with regulars & Pierre Watkins, Kathryn Card, Henry Kulky; (SD)
JAMIE (Brandon de Wilde)	ABC 7:30	Jamie Finds a Diamond - (O) by Julian Claman; with regulars & Marian Seldes, Anatol Winogradoff; (SD)
TALENT SCOUTS	CBS 8:30	Arlyne Tye (S), Dario Cassini (S), Ken Clark Quartet (M)
VOICE OF FIRESTONE	NBC 8:30	Roberta Peters (S)
ROBERT MONTGOMERY	NBC 9:30	Once Upon a Time... - (O) by Theodore & Mathilde Ferro; with Peggy Ann Garner, Elizabeth Montgomery, William Lundmark, John Lupton, Joy Hodges, Eddie Andrews, Bobby Scheerer, Melville Ruick; (SD) by James Sheldon
STUDIO ONE	CBS 10pm	The Death and Life of Larry Benson - (O) by Reginald Rose; with Skip Homeier, Chester Morris, Peg Hillias, Lee Remick, Ruth Amos, Lucie Lancaster, Belle Flower; (SD) by Paul Nickell; Drawing by Henry Koerner
Adolphe Menjou's Favorite Story	WNBT 10:30	The Man Trap - (O) by Robert Louis Stevenson, (A)-(SW); with Lowell Gilmore, Ray Montgomery, Victor Sen Yung, Eric Snowden, Jay Morley, Charles La Torre, Barbara Jean Wong; (SD)

TUESDAY JUNE 1
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Janet Dean (Ella Raines)	WNBT 7pm	Leslie - (O) by Harry Junkin; with Cathleen Nesbitt, Shepperd Strudwick, Patty McCormick, Charles Nolte, Lisa Howard, Allan Tower; (SD)
Cavalcade of America	ABC 7:30	A Strange Journey - (O) by Robert Stevenson; with Robert Easton, Will Wright, Fred Keates, Bernie Gozier, Rodd Redwing, Richard Gaines, Harlan Warde, Harry Bernard, Walter Kingsford, Lester Matthews, Mitchell Kowal, Harry Cording;
BOB HOPE SHOW	NBC 8pm	Marilyn Maxwell (S), Cass Daley (C), Jerry Colonna (C) (H'D, LAST SHOW OF SEASON)
LOVE STORY	DuM 8:30pm	The Yo Yo People - (O) by Felix Cooper; with Basil Rathbone, Beatrice Straight, Dana Wynter, Francis Compton; (SD)
Fireside Theater (Gene Raymond)	NBC 9pm	The Whole Truth - (O) by Eugene Vale; with Hayden Rorke, Barbara Billingsley, Peter Price, Charles Meredith, Leon Burbank, Teddy Infuhr, Dee Pollock, Robert Foulk; (SD)
CENTER STAGE	ABC 9:30	Chivalry at Howling Creek - (O) by Joseph Cochran; with Henry Hull, Cathy O'Donnell, Jack Warden, Robert Emmett, Pat Harrington Rusty Lane, Harold J. Stone, John Kellogg, Alonzo Bosan; (SD)
SUSPENSE	CBS 9:30	Race Against Murder - (O) by Ben Radin; with William Prince, Jonathan Harris, Eleanor Wilson, Audra Lindley, Barbara Bel Wright; (SD)
DANGER	CBS 10pm	The Bouncer - (O) by John McGreevey; with Dick Foran, Jack Lord, Pat Breslin, Cliff Hall, Peter Capell, Myra Dell; (SD) by Jerome Shaw

WEDNESDAY JUNE 2
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Wild Bill Hickok (Guy Madison)	WABD 6pm	Ghost Town Adventure - with regulars & John Doucette, Betty Davidson, Russell Simpson; (SD)
STARS ON PARADE	DuM 9pm	Monica Lewis (S), Kurt Johns Dancers

WEDNESDAY JUNE 2 (Cont'd)

KRAFT TELEVISION THEATRE	NBC 9pm	Citizen Miller - (O) by Oliver Crawford; with Vaughn Taylor, Edgar Stehli, Enid Markey, Marie Carroll, Bruno Wick, Leona Powers, Stuart MacIntosh; (SD)
THE MUSIC SHOW	DuM 10pm	kill: Eleanor Warner (S)

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THURSDAY JUNE 3

Ray Bolger	ABC 8:30	regulars & Bill Meigs; (SW & SD)
JUSTICE	NBC 8:30	The Eight Allen Boys - (O) by George Bellak; with James Barton, Mildred Natwick, others to be announced; (SD)
LUX VIDEO THEATRE	CBS 9pm	The Outside Witness - (O) by Alan Campbell & Norman Foster; with William Bendix, others to be announced; (SD)
Big Town (McVey)	CBS 9:30	regulars & Kay Stewart, John Doucette, Billy Chapin, John Qualen
Ford Theatre	NBC 9:30	The Unlocked Door - (O) by Mary Roberts Rinehart, (A) by Mel Dinelli; with Diana Lynn, Fay Bainter, Phil Carey, Ellen Corby, Hayden Rorke, Frank Sully, John Maxwell; (SD) by Jason Lindsey
KRAFT TELEVISION THEATRE	ABC 9:30	The House on Wildwood Lane - (O) by George Lowther; with Joseph Anthony, Katharine Bard, Dickie Allen, Denise Alexander, Lydia Shaffer, Joe Kallini; (SD)
Public Defender (Reed Hadley)	CBS 10pm	Auto Accident - (O) by Arthur Orloff; with regulars & John Hubbard, Robert Clarke, Richard Wessell, Ann Kimball, Iris Adrian, Tom Brown, Phil Tead, Harry Landers, Ruth Clifford, Walter Reed, J. Anthony Hughes, Al Hill; (SD)
MARTIN KANE (Mark Stevens)	NBC 10pm	(O) by Bradford Ropes; with Carl Frank, John Dennis, Terry Becker, Joey Fallon, Betty Buehler, Michael Higgins, Gene Sultan; Glenn Walken, Eileen Pollak, Don Russell, Joe E. Marks, Helen Chapman, George Gilbreath, Richard Ahearne; (SD)
Foreign Intrigue (James Daly)	WNBT 10:30	F. I. in Ransom - (O) by Harold Jack Bloom; with John Padavano, Ralph Browne, Inga Landgre, Goran Lundkvist; (SD)

FRIDAY JUNE 4

THE NEW REVUE (Mike Wallace)	CBS 5:30	regulars & The Bairds (puppeteers), Danny Scholl (S), Lorraine & Brunner (D), Pat Stanley (S), Charlie Dobson (S)
DAVE GARROWAY	NBC 8pm	Les Paul & Mary Ford (M&S) & regulars
Topper (Anne Jeffreys & Robert Sterling)	CBS 8:30	The Wedding - (O) by Robert Riley Crutcher; with regulars & Kathleen Freeman, Thurston Hall, Joyce McKenzie, John Bryant, George Meader, Charles Regan, Dave Shilling, Paul Kruger; (SD)
Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	Unfair Game - (O) by Richard Tregaskis, (A) by Tregaskis & Fenton W. Earnshaw; with Marguerite Chapman, Richard Travis, Joan Elan, Gavin Muir, Barry Bernard, Doris Lloyd, Jack Raine; (SD) by Herschel Daugherty
Schlitz Playhouse	CBS 9pm	The Whale on the Beach- (O) by Carey Wilber; with Charles Winninger, Hope Emerson, Dick Elliott, John Qualen, Charles Halton, John Dierkes, Charles Seel, Tom Holland; (SD) by Jus Addiss
THE BIG STORY (Robert Sloane)	NBC 9pm	Jerome L. Smith, Knickerbocker News, Albany, N.Y. - (O) by Norman Lessing; with Hugh Reilly, Joe Maross, Sy Oakland, Natalie Priest, Adele Alice Newton, Carrie Bridewell, Sara Floyd; (SD)
COL. HUMPHREY FLACK (Mowbray & Jenks)	DuM 10:30	Back to the Salt Mine - (O) by Ed Jurist & S. L. David; with regulars & Parker Fennelly, Pat Hosley, House Jameson; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MAY 28 THROUGH FRIDAY JUNE 4

BREAKFAST CLUB (Don McNeill)	ABC 9am	M thru F - Larry Grayson replaces Johnny Desmond as vocalist for 4 weeks effective 5/31
STRIKE IT RICH (Hull)	CBS 11:30	W (am) - Dorothy Stickney; F - MacDonald Carey
VALIANT LADY	CBS 12N	M thru F - add regulars: Joan Lorring, Don Dubbins; (SW & SD)

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THE TELEVISION INDEX

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JUNE 7-13, 1954

VOLUME 6 NUMBER 23

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday(12)

NBC- 9-10:30pm EDT; RETURN; Saturday Night Revue; from KNBH(H'wood), 50 stations live, 6 kine (9-9:30pm); 70 live, 5 kine (9:30-10pm); 51 live, 5 kine (10-10:30pm). Sponsors- 9-9:30pm, alternate weeks: Armour & Co (Dial Soap, Shampoo) thru Foote, Cone & Belding(Chi) and Dow Chemical Co (Saran-wrap) thru MacManus, John & Adams, Inc(Bloomfield Hills, Mich). 9:30-10pm, ten minutes each: Lemon Products Advisory Board (California) thru McCann-Erickson, Inc(LA); Griffen Manufacturing Co, Inc (Shoe Polish) thru Bermingham, Castleman & Pierce, Inc(NY); American Chicle Co (Clorets & Dentyne) thru Dancer-Fitzgerald-Sample, Inc(NY). 10-10:20pm (first 11 weeks; last two weeks, 10 minutes) General Electric Major Appliance Div (Refrigerators) thru Young & Rubicam, Inc(NY). 10:20-10:30pm: Cudahy Packing Co, Specialty Div (Old Dutch Cleanser & Delrich Margarine) thru Young & Rubicam, Inc(Chi). Pkgr- NBC-TV; Prod & Dir- Ernest Glucksman (H'wood); Music Dir- Ed Sauter & Bill Finegan. Light comedy and music revue, with Eddie Albert as weekly host and Ben Blue and Alan Young alternating weekly as comedy stars, assisted by vocalist-comedienne Pat Carroll, with music specialties featuring Ed Sauter & Bill Finegan and their orchestra. Program replaces Your Show of Shows in this time spot.

Sunday(13)

CBS- 7:30-8pm EDT; RETURN; Your Play Time, ON FILM; from KNXT(H'wood) & WCBS-TV (NY), 93 stations network, 46 delayed. Sponsor- American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings; Agcy Superv- Hank Caruthers; Comm Superv- Bernie Haber; Comm Anncrs- Sandy Becker and Andre Baruch. Pkgr- Revue Productions. Re-runs of top films previously presented during 1953-54 as part of Pepsi-Cola Playhouse and Revlon Mirror Theatre, produced under the supervision of Carl F. Hiecke, with various directors and writers. Your Play Time replaces Jack Benny and Private Secretary for 13 weeks in this time spot for the same sponsor.

OTHER NETWORK CHANGES & ADDITIONS

ABC- On The Boardwalk (Sun, 8-9pm EDT) Hal Friedman, now co-producer with Whiteman.

DuM- New York Times Youth Forum (Sat, 5:30-6:30pm EDT) Last show June 12, returns October.

OTHER NET CHANGES(More)

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OTHER NET CHANGES(Cont'd)

DuM- Love Story (Tue, 8:30-9pm EDT) Dick Sandwick becomes director June 15, succeeding Frank Telford. Bob Perry will be assistant director.

Twenty Questions (Sun, 10-10:30pm EDT) Last show May 30. Returns on ABC-TV, Tue, July 6, 8-8:30pm.

NBC- Bride and Groom (Mon thru Fri, 12noon-12:15pm EDT) Michael Zeamer is now director. Doris Johnson and Janet Putnam alternate irregularly as harpists. Verlye Mills was the former harpist.

Coke Time Starring Eddie Fisher (Wed & Fri, 7:30-7:45pm EDT) Last four shows of the season, June 16, 18, 23 & 25 will originate from Hollywood.

Buick-Berle Show (Tue, 8-9pm EDT, three weeks of four) Last show June 8; returns Sept 21. Bob Hope, Tony Martin and Ray Bolger replace Milton Berle on the last show. Berle's mother died in New York May 31.

Canonization of Pope Pius X, ON FILM; SPECIAL June 6; Sun, 3:30-4pm EDT, one time only. Pkgr & Prod- NBC Film Div; Prod- Doris Ann; Dir- Martin Hoade; Film Ed- Robert Lowery; Writer- Arthur Holch; Narrator- Frank Blair. Special film of the ceremonies marking the canonization of the first Pope in 242 years. The ceremonies in Rome on May 29 had previously been reported in spot newsfilm.

NETWORK SPONSOR ACTIVITY

DERBY FOODS, INC(Peter Pan peanut products & Derby canned meats) thru McCann-Erickson, Inc(Chi) has renewed its sponsorship of Sky King (Mon, 8-8:30pm EDT) over ABC-TV, effective June 14. McCann-Erickson becomes advertising agency for Derby Foods on the same date, succeeding Needham, Louis & Brorby, Inc(Chi).

ELGIN NATIONAL WATCH CO thru Young & Rubicam, Inc(Chi) will sponsor The Elgin Hour on alternate Tuesdays, 9:30-10:30pm, over ABC-TV, early in October, alternating with The United States Steel Hour. The drama series will be produced by Herbert Brodkin.

GENERAL MILLS(Betty Crocker Cake Mixes) thru Batten, Barton, Durstine & Osborn, Inc (NY) will sponsor the Mon, 3:45-4pm EDT segment of the Bob Crosby Show over CBS-TV, effective June 7, adding to its current sponsorships of the same time segment on Wed and Fri for other products. THE TONI CO thru Weiss & Geller, Inc(Chi) will sponsor the Tue, 3:30-3:45pm segment, effective June 15. The S.O.S. CO thru MCann-Erickson, Inc(San Francisco) will assume alternate week sponsorship of the Thu, 3:30-3:45pm segment, effective July 8. THE ENGLANDER CO thru Leo Burnett Co, Inc(Chi) will become alternate sponsor of the Thu, 3:30-3:45pm segment effective July 15, moving from its current weekly sponsorship of Fri, 3:30-3:45pm. The latter segment will be sponsored by C. A. SWANSON & SONS(poultry) thru Tatham-Laird, Inc(Chi), effective August 6.

LOCAL STATION ACTIVITY

WCBS-TV(Ch 2) New York - Shakespeare On TV, ON KINE; LOCAL DEBUT June 12; Sat, 2:45-3:30pm EDT, for 13 weeks. Sustaining. Kinescopes of the award-winning live series, starring Dr. Frank C. Baxter of the University of Southern California, which debuted over KNXT(H'wood) on Sept 6, 1953, as a U.S.C. college credit course. The program has been honored by ten national and local awards, including the Sylvania, Ohio State and DuPont Awards.

WOR-TV(Ch 9) New York - Treasurama; DEBUT June 7; Mon thru Fri, 4:30-5pm EDT. Participations. Pkgr & Prod- Morton Hillman and John Ross. Milo Boulton interviews celebrities on this audience participation-game-quiz program.

WWJ-TV(Ch 4) Detroit - Ladies First; LOCAL DEBUT June 7; Mon thru Fri, 12:30-1:30pm EST. Sustaining. Pkgr & Prod- Bruce Mayer. Audience participation show with Bruce Mayer as m.c., featuring vocalists Jeanie Daar and John Connolly, with organist Tom Montgomery. The women's interest show will feature games and quizzes. It had previously been on WABD(NY) in 1953.

WXYZ-TV(Ch 7) Detroit - Ed McKenzie Show; DEBUT May 29; Sat, 12:30-2pm EST. Sustaining. Disc jockey Ed McKenzie is m.c. in a "corner drug store" setting, interviewing show business stars, introducing new records and chatting with teen-agers about music, dancing and records. The program also includes teen age dance contests and presents amateur talent.

KABC-TV(Ch 7) Hollywood, LA - Party at Ciro's; SCHEDULE CHANGE June 3; Thurs, 9-10pm PT. Participations. Pkgr- KABC-TV; Exec Prod- Hunt Stromberg, Jr. Herman Hover's celebrity interview and talent show moves to a new time. Hover is m.c. Program debuted May 1, Sat, 10:30pm-12midnight. (See page 75).

KNXT(Ch 2) Hollywood, LA - California Week-End; DEBUT June 3, Thu, 11-11:15pm PT. Sponsor- Full Strength Vitamins Corp. Pkgr- KNXT. Austin Green, KNXT weather reporter, reports on week-end resort activities available throughout the entire state; following with weather information for major resort areas; closing with a suggested "trip of the week," with film clips.

WNHC-TV(Ch 8) New Haven - Rumor Clinic; SPECIAL June 8; Tue, 6-6:30pm EDT. Sustaining, public service. Pkgr & Prod- Anti-Defamation League (Conn.). Hyman Haves, Connecticut regional director of ADL, conducts an audience participation show based on an experiment in the psychology of rumors. The telecast is based on a format previously used with parent-teacher and club groups in the state, and follows experiments first conducted at Harvard University.

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CASTING: Robert Montgomery Presents (NBC, Mon, 9:30-10:30pm) Neptune Productions moves to 1270 Sixth Ave, Rm 2207, on June 15. Montgomery summer series returns June 28 thru Sept 13, using stock company of regulars as last summer and will only cast bits. Casting: Doris Sharp, assisted by Fred Cammann, at Neptune; by appointment........The Brighter Day (CBS, Mon thru Fri, 1-1:15pm; dramatic serial) Casting: Producer Robert Steel at Young & Rubicam, N.Y.; will audition actors in about two weeks for cast changes, with only major change in the part of the minister (currently played by Bill Smith); other cast changes will be in minor roles.........The Stranger (DuMont, new drama to debut late June; prod by Frank Telford) Casting: Elizabeth Mears, DuMont; details to be announced.

SCRIPTS: Shows reading scripts for fall: Armstrong's Circle Theatre (NBC, Tue, 9:30-10pm; returns Aug 31) Script Ed- Ed Roberts, BBD&O, 383 Madison Ave, NY. Half-hour originals only; modern, timely, characteristically American stories preferred, about present-day problems of believable characters in credible situations. Taboos: crime, sophistication, controversial issues........Omnibus (CBS, Sun, 5-6:30pm; returns Oct 17) Assoc Prod-Scripts- Paul Feigay, TV-Radio Workshop, Ford Foundation, 655 Madison Ave, NY. Scripts of all kinds, from 2 to 60 minutes duration; interested in new writers.

ADVENTURES OF THE FALCON — CURRENT(Hollywood); adventure series with an undercover intelligence agent for the government, roving the world; starring Charles McGraw as Mike Waring, "The Falcon"; 39 half-hour films, available June 14 thru syndication. Cost range- Open. Pkgr- Federal Telefilm, Inc. (A Bernard L. Schubert Production). Film Prod- Federal Telefilm, Inc., Goldwyn Studios, 1051 N. Formosa Ave., Los Angeles 46, Calif. Exec Prod- Buster Collier; Prod Mgr- J. Paul Popkin; Dirs- Ralph Murphy, Paul Landres; Writers- Various. Dist- NBC Film Division, 30 Rockefeller Plaza, New York 20, N. Y. CIrcle 7-8300.

FILM DIGEST: B.S.I. - Universe is now titled Top Secret. The Marion Parsonnet series stars a computing "brain." (See page 68 for credits)....... Dorrell and Stuart McGowan, producer and director, respectively, of Death Valley Days, the Pacific Borax Co film series, have moved out of Flying A Pictures and organized McGowan Productions, Inc., with office and studio space at Kling Studios, 1416 N. La Brea Ave., Los Angeles 28, Calif., where they will begin production in mid-summer on a new block of films for Death Valley Days.........The film version of Treasury Men in Action, the Bernard Prockter series, began shooting at his American National Studios the first of June.

NEWS AND COMMENT: Color television is potentially the greatest medium of mass communication ever developed, Dr. E. W. Engstrom, exec v.p., RCA Laboratories, told the sixth annual Business Conference at Rutgers University, June 3. Dr. Engstrom emphasized that color TV is more than adding rainbow hues to a viewing screen........The New York office of the Campbell-Ewald Co moved to 488 Madison Ave., New York 22. MUrray Hill 8-3400........Television Programs of America moves June 7 to 477 Madison Ave., New York 22. PLaza 5-2101........Willy Ley, rocket expert and scientific writer, has been signed by Walt Disney as technical advisor and consultant on the "world of tomorrow" aspects of the Disney TV series scheduled for the fall........DuMont announced June 3 that it will discontinue the Barry Gray Show, WABD(NY) Monday thru Friday, 11-11:15pm commentary, effective July 2, "in order to build a news program with a nationally known newscaster." Variety, the previous day, reported that Gray's sponsor and agency were objecting to the cancellation which was officially announced the day after the news story appeared........KING Broadcasting Co, Seattle, will combine its KING-TV and Radio KING news staffs into one organization as the KING News Dept. Charles Herring, former News Director for KING-TV, who has been on the news staff of KNXT(LA) for the past few months, will return July 5 to assume his previous title at the head of the new department. Richard Ross will be associate news director of the combined dept. ....Despite recent stories about the upsurge in film series sales and their importance to stations, the picture still varies sharply, depending on the city. While KTTV(LA) continues to buy rights to every new film series in sight (as well as five old series totalling 117 half-hours bought recently) opposition stations are continuing development of live women's interest and talent-variety packages, battling for the audience. In New York, the local program picture has shifted sharply in recent months, with WOR-TV having a summer telefilm problem, cutting practically all live shows off the evening air, and not giving any programming indication of fall plans. WPIX has lost its afternoon m.c.-mainstay, Ted Steele, and is looking for several replacements who would loom important in the fall. WNBT, WABD and WABC-TV are now in a three-corner taffy-tug with comic-light music-interview segments competing, starring Steve Allen, Ernie Kovacs and Jerry Lester, in station order, while WCBS-TV holds to its Late Show film feature schedule. The evening picture, in the East at least, will be further scrambled in the fall, when NBC-TV makes its reported move into the late evening picture with a network show based on Steve Allen's talents supporting a "Tonight" format. Net vs local; live vs film.

TALENT SHOWSHEET JUNE 7-13, 1954

Most of the shows on June 4, 5, 6 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, June 11. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Since credits for the following programs were listed fully at the time of their original showing, they will not be listed below in their current re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Mr. and Mrs. North, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mark Saber.

FRIDAY JUNE 4

GUY LOMBARDO SHOW	WNBT 7pm	Bibi Osterwald (S) & regulars
MAMA (Peggy Wood)	CBS 8pm	Katrin, Girl of Tomorrow - (O) by Palmer Thompson; with regulars George Petrie, Joyce Van Patten, Alice Frost, Virginia Brian; (SD)
LIFE BEGINS AT 80	DuM 9pm	Gloria Swanson & regulars
CHANCE OF A LIFETIME	DuM 10pm	The Catron Brothers (S&D) & others to be announced

SATURDAY JUNE 5

ON THE CAROUSEL (Tripp)	WCBS 9am	add regular: Ruth Enders; Dave Schulman (M), Buddy LaForme (trampo)
YOUR SHOW OF SHOWS	NBC 9pm	Faye Emerson, guest hostess & regulars

SUNDAY JUNE 6

LOOK UP AND LIVE	CBS 10:30	Hunter College Chorus, Townsmen Quartet
HALLMARK HALL OF FAME (S. Churchill)	NBC 5pm	A Reckless Youth - (O) by Howard Rodman; with cast to be announced; (SD, FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Decision of Robert E. Lee - (O) by Everett Meade; with Paul Birch, Charles Dingle, John Boruff, Ray Walston, Andy Duggan, Jim Alexander, Frances Fuller, Leslie Litomy; (SD)
MR. PEEPERS (Wally Cox)	NBC 7:30	regulars & Reta Shaw, Ruth McDevitt, Gage Clarke, Fred Kareman, Allyn Rice; (SW & SD)
ON THE BOARDWALK (Paul Whiteman)	ABC 8pm	Judges: Ben Hogan (golf), Bunny Rosselli (choreog), Dudley Wilkinson (talent scout); Shirley Harmer (S) as guest; contestants: Chick Ruocco (S), Robyn Ribman (C), Brenda & Glenn Derringer (M)
COLGATE SUMMER COMEDY HOUR	NBC 8pm	Kaye Ballard (S&C), Jackie Cooper, Jules Munshin (C), Elise Rhodes (S), David Daniels (S), Bert Mayo (D)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	A Ticket to Murder - (O) by Gene Watts; with regulars & John Stanley, Constance Moorehead, Tiger Andrews, Peter Dawson, Eugene Persson; (SD)
THE WEB	CBS 10pm	Pop Gun - (O) by Mary Dowell; with Dick Moore, Jeffrey Lynn, Carl Albertson, Alfred Hopson, John Shellie, Marian Russell, Cliff Dunstan; (SD) by Herb Hirschman

MONDAY JUNE 7

Duffy's Tavern (Ed Gardner)	WNBT 7pm	Claude's Black Bag - with regulars & James Burke, Byron Foulger, Dorothy Patrick, Michael Ross, Wheaton Chambers, Douglass Henderson; (SW & SD)
JAMIE (Brandon de Wilde)	ABC 7:30	Summer Plans - (O) by Julian Claman; with regulars & Bruce Marshall, Leslie Nielsen, Billy Quinn; (SD LAST SHOW OF SEASON)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Dolores Leota (S), Bernie Nero (M), Hugh Bryant (S)
VOICE OF FIRESTONE	NBC 8:30	Jerome Hines (S)

MONDAY JUNE 7 (Cont'd)

ROBERT MONTGOMERY	NBC 9:30	The Patriot from Antibes - (O) by Toni Howard (from Sat. Eve. Post Story The Great Uranium Hoax), (A) by Gerald Savory; with Francis Lederer, Joan Wetmore, Jacques Aubuchon, Leon Belasco, Henry Lascoe; (SD) by Perry Lafferty
RED BUTTONS	CBS 9:30	The Barry Sisters (S); Joe De Santis, Allan Walker, Herbie Faye, Murray Schlamm, Kenny Sharpe, Werner Klemperer, Tom Mahoney, Joe E. Marks, Fran Keegan; (SD)
STUDIO ONE	CBS 10pm	The Strike - (O) by Rod Serling; with James Daly, Cy Chermak, Frank Marth, Roy Roberts, Bert Freed, Wyatt Cooper, William Andrews, William Leicester, Douglas Taylor, William Whitman; Drawing by Edward Chavez; (SD) by Franklin Schaffner
Adolphe Menjou's Favorite Story	WNBT 10:30	Storm Center - (O) by Stephen Crane, (A)-(SW); with Steve Brodie, Rita Johnson, Dan White; (SD)

TUESDAY JUNE 8

Janet Dean, R.N. (Ella Raines)	WNBT 7pm	Hutchins Case - (O) by Harry Junkin; with Natalie Schafer, Ruth Warrick, Iggie Wolfington, Norma Crane, Philip Bourneuf, Tony Bickley, Alan Manson, Charles McClelland; (SD)
Cavalcade of America	ABC 7:30	The Skipper's Lady - (O) by William Sackheim; with Paul Langton Sally Brophy, Harvey Stephens, Harry Bartell, Lee Van Cleef;(SD)
LOVE STORY	DuM 8:30	For All We Know - (O) by Von Stuart; with Joan Lorring, James Gregory, Joseph Downing, Maxine Stuart, Michael Keene, Gilbert Reed; (SD)
BUICK-BERLE	NBC 8pm	Bob Hope, Tony Martin, Ray Bolger & others substitute for Berle in mourning; (LAST SHOW OF SEASON, FROM HOLLYWOOD)
Fireside Theater (Gene Raymond)	NBC 9pm	Bread Upon the Waters - (O) by Olga & Everett Webber, (A) Merwin Gerard; with Peter Graves, John Banner, Birgit Nielsen, Karen Verne, Kurt Katch, Rudolph Anders, Hermine Sterler, Carol Grei, Kay Kuter; (SD)
UNITED STATES STEEL HOUR	ABC 9:30	Good for You - (O) by Robert McMenamin; with Diana Lynn, Orson Bean, Kenny Delmar, Barbara Nichols, Jack Klugman, Earl Montgomery; (SD)
SUSPENSE	CBS 9:30	North Side - (O) by George Barrett, (A) by Stanley Niss; with Edward Binns, John Shay, Tom Coley, Michael Strong, Paul Crabtree, Ruth White, Robert Geiringer, James O'Rear, John Seven;(SD)
DANGER	CBS 10pm	Lonesome Road - (O) by Leo Goldman; with John Cassavetes, Bernard Grant, Raymond Bramley, Frieda Altman, Mark Rydell;
THE NAME'S THE SAME	ABC 10:30	Clifton Fadiman substitutes for Robert Q. Lewis as moderator thru 6/22

WEDNESDAY JUNE 9

Wild Bill Hickok (Guy Madison)	WNBT 6pm	Double Identity - with regulars & David Bruce, Alice Rolph, Bill Phipps, Marsha May Jones; (SD)
STARS ON PARADE	DuM 9pm	Tito Guizar (S&M), Shirley Harmer (S), The Renards (D)
KRAFT TELEVISION THEATRE	NBC 9pm	Romeo and Juliet - (O) by Shakespeare, (A)-(SW); with Susan Strasberg, Llan Sullivan, Carroll McComas, Noel Leslie, Eric Sinclair, Jack Livesey, Felix Deebank, Marc Breaux, Madeline Clive, Mel Fillini, Horace Braham, James Arenton; (SD) by Richard Dunlap

THURSDAY JUNE 10

JUSTICE (Westbrook Van Voorhis)	NBC 8:30	The Greedy Man - (O) by Robert Alan Aurthur; with Joseph Sweeney, Nancy Guild & others to be announced; (SD)
LUX VIDEO THEATRE	CBS 9pm	Waiting for Honorio - (O) by Konrad Bercovici, (A) by Bercovici & Kate Phillips; with J. Carrol Naish, Argentina Brunetta,others to be announced; (SD, FROM HOLLYWOOD)

THURSDAY JUNE 10 (Cont'd)

KRAFT TELEVISION THEATRE	ABC 9:30	Blind Alley - (O) by James Warwick, (A) - (SW); with Darren McGavin, Herbert Berghof, Sylvia Field, Frances Heflin, William Swan; (SD)
Ford Theatre	NBC 9:30	Mason-Dixon Line - (O) by Albert Treynor, (A) by Berne Giler & Edward Hope; with Peter Lawford, Joanne Gilbert, Craig Stevens, Reginald Denny, Merry Anders, Paul Bryar; (SD) by Gerald Mayer; Prod by Michael Kraike
MARTIN KANE (Mark Stevens)	NBC 10pm	Author not credited; with Richard Carlyle, Robert Webber, Hal Neiman, Steve Thomas, Roger Landry, Reba Tassell, Sammy Schwartz Dean Harens, Lorence Kerr, Gloria McGhee, John Pavelko; (SD)
Foreign Intrigue (James Daly)	WNBT 10:30	F. I. at the Airport - (O) by Harold Jack Bloom & Edward Pope; with regulars & Bill Langford, Olof Bergstrom, Erik Strandmark, Karl Hugo Calendar; (SD)

FRIDAY JUNE 11

DAVE GARROWAY	NBC 8pm	Janet Blair (S) & regulars
Life of Riley (William Bendix)	NBC 8:30	regulars & Phyllis Winger, Nancy Evans, Ruth Stillman, Ann Lawrence, Madge Cleveland, Genevieve Gray; (SW & SD)
Topper (Jeffreys & Sterling)	CBS 8:30	Preparations for Europe - (SW) by Stephen Sondheim & George Oppenheimer with regulars & Kathleen Freeman, Thurston Hall, Joseph Crehan, Louis Jean Heydt, Richard Deacon, Chick Chandler, Dabs Greer; (SD) by James Kerns
Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	Terror Train - (O) by Fenton Earnshaw; with Whit Bissell, Frances Rafferty, Kim Charney, Harlan Warde, Jonathan Hale, Robert Ellenstein, Jeanne Cooper, Lyle Talbot, Richard Cutting, Jack Jordan; (SD) by Richard Irving
Schlitz Playhouse	CBS 9pm	The Treasure of Santo Domingo - (O) by Leonard Freeman; with James Dunn, Murvyn Vye, Charles Case, Jack Lomas, Tony Radecki, Danny Hellman; (SD) by Jus Addiss
THE BIG STORY (Robert Sloane)	NBC 9pm	Stuart McClure, San Francisco Examiner - (O) by Max Ehrlich; with Lee Bergere, Charles Mendick, Ernest Parmentier, Joey Walsh, Joyce Van Patten, Jerry Crews, Allen Nourse, Leni Stengel; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JUNE 4 THRU FRIDAY JUNE 11

STRIKE IT RICH (Warren Hull)	CBS 11:30	M - Mrs. Wendell Wilkie; W (am) - Lionel Hampton (M)
BETTY WHITE	NBC 12:30	Tu - June Havoc (FROM HOLLYWOOD)
GARRY MOORE	CBS 1:30	Thu - Kaye Ballard (S&C)
ART LINKLETTER	CBS 2:30	M - Cleo Moore; Thu - The Inkspots (S); W - Betty Clooney (S);
KATE SMITH (& Ted Collins)	NBC 3pm	M - Mario & Floria - (D), Charlie Ruggles in The World of Mr. Sweeney; Jimmy Nelson (ventriloquist); Tu - regulars; W - Alene Dalton, Snooky Lanson (S), The Three Suns (S&M), Delores Bouche (S&C); Thu - Dorothy Day, Stan Freeman (M); F - Nora Kaye (D)
MAGIC COTTAGE	WABD 6:30	M thru F - Bill McCutcheon & Carl White; (SW & SD)
CAPTAIN VIDEO (Al Hodge)	DuM 7pm	Odyssey into Peril - (O) by Carey Wilber (thru 7/2); with regulars & Ed Holmes, Kenneth Nelson, John O'Hare, Nat Polen, Joyce Warren; (SD)
COKE TIME - E. FISHER	NBC 7:30	W - Juliana Larson (S)

SATURDAY JUNE 12

Range Rider (Jack Mahoney)	WNBT 6:30	Buckskin - (O) by Arthur Rowe; with regulars & Steve Darrell, Paul McGuire, John Picard, Stanley Andrews; (SD)
Man Against Crime (Ralph Bellamy)	WNBT 7pm (&NBC Sun 10:30)	Next to Closing - (O) by Bradford Ropes; with Daniel Patrick Hamilton, Arny Freeman, Carmen Mathews, Owen G. Coll, Maurice Manson, Earl George, William M. Neil; (SD)

SATURDAY JUNE 12 (Cont'd)

Joe Palooka	WABD 7pm	Below the Border - (O) by Clark E. Reynolds; with regulars only
SATURDAY NIGHT REVUE	NBC 9pm	Eddie Albert, MC, Ben Blue (C), Pat Carroll (C) & others to be announced; (PREMIERE OF NEW SERIES, FROM HOLLYWOOD)

SUNDAY JUNE 13

COLGATE SUMMER COMEDY HOUR	NBC 8pm	Bobby Van (S,D,C), Mary McCarty (C&S), Paul Lynde (C), Barbara Ruick (S), Paul Gilbert (C&M); Prod & Dir by Jack Donahue; Music Dir - Vic Schoen; Choreog - Harry King; (O) by Elon Packard, St Stanley Davis, Paul Lynde (FROM HOLLYWOOD)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	Adapt or Die - (O) by Harry Muheim; with Walter Matthau, Hildy Parks, Geoffrey Lumb, Rita Vale, Guy Raymond, William Hawley;(SD)
General Electric Theatre	CBS 9pm	The Crime of Daphne Rutledge - (O) by Adela Rogers St. John, (A) by Herbert Little, Jr, David Victor & David Dortort with Angela Lansbury, Hugh Marlowe, John Litel, John Eldredge, John Close, Emory Parnell, Michael Monroe, Gloria Talbot, Sam Flint, Charles Meredith, Boris Fagal, James Parnell, Jack Gargan; Prod & Dir by Frank Wisbar
THE MAN BEHIND THE BADGE	CBS 9:30	Macon, Georgia - (O) by David Harmon; with Ralph Dunn, Richard Bishop, Joseph Foley, Henrietta Moore, Lynn Loring, Steve Gravers, Will Scholz, Sid Raymond, Al Ward, Buck Kartalian, George Kilroy; (SD)
THE PLAINCLOTHES MAN	DuM 9:30	The Resourceful Miss Mason - (O) by Raymond Taylor; with regulars & Johanna Barrett, Phil Foster, Joyce Randolph, Jim Bender; (SD)
THE WEB	CBS 10pm	Hurricane Coming - (O) by Everard W. Meade; with Kurt Kasznar, Maria Riva, Grant Richards; (SD) by Lela Swift

N E W Y O R K T A L E N T A V A I L A B I L I T I E S

BOB SHAVER - musical comedy performer featured in new Boys from Syracuse album - AGT: Grace Lyons, JU 6-8330

DOREEN LANG - signed to play opposite Art Carney on Studio One - AGT: Julie Leonard, EL 5-5636

HOMER AND JETHRO - hillbilly comedians - AGT: Jolly Joyce, LA 4-9469

LAURITZ MELCHIOR - star of Arabian Nights at Jones Beach - AGT: Kenneth Allen, CI 7-4737

LEORA DANA - replaces Margaret Sullavan in Sabrina Fair - AGT: Gloria Safier, MU 8-3950

VICKI CUMMINGS - star of The Homeward Look at The Theatre de Lys - AGT: Jane Broder, George Morris, MU 8-0960

WALTER HAMPDEN - star of recent Motorola and U.S. Steel Hour shows - AGT: Lucile A. Phillips, CI 7-3263

NORWOOD SMITH - replaced Peter Cookson in singing male lead of Can Can - AGT: Lew & Leslie Grade, JU 6-4190

WILL JORDAN - comedy impressionist at La Vie en Rose - AGT: Milt Blackstone, EL 5-1540

LILY PONS - favorite French coloratura - AGT: William Morris, JU 6-5100

HERVA NELLI - dramatic soprano - AGT: NCAC, PL 9-6000

PATRICIA BENOIT -"Mrs. Peepers"- AGT: Peter Witt, PL 9-7966

GEORGE SHEARING - famed musician and band leader AGT: Shaw Artists, MU 8-2230

HAZEL SCOTT - keyboard jazz specialist - AGT: Columbia Artists, CI 7-6900

WRIGHT KING - star of last week's Philco show, Shadow of Willie Greer - Home: Levittown, 3-5317

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ASSOC ED: Alvin Sullum

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(14)

ABC- 8:30-9pm EDT; NETWORK CHANGE; The Voice of Firestone; from WABC-TV(NY), no. of stations indefinite. Sponsor- Firestone Tire & Rubber Co (Tires) thru Sweeney & James Co (Cleveland); Comm & Prog Anncr- Hugh James. Pkgr- Firestone Tire & Rubber Co & ABC-TV; Prod- Fred Heider(ABC-TV); Dir- Cort Steen; Assoc Dir- Ken Rockefeller; Music Dir- Howard Barlow; Choral Dir- Harry Simeone; Sets- Romain Johnston; Writer- A. J. McGinness; Casting- C. B. Ryan & A. J. McGinness, at Firestone(NY). Simulcast musical program with weekly guest opera star, permanent chorus and orchestra conducted by Howard Barlow. The program had been on NBC radio for the past 25 years and made its TV debut over NBC in Oct, 1949, in the traditional Monday, 8:30-9pm time. Last NBC broadcast was June 7. The first ABC program will originate in New York studios, but beginning with the June 21 broadcast it will originate on the stage of New York's Paramount Theatre.

DuM- 12noon-12:30pm EDT; HIGHLIGHT; DuMont Tele-Centre Opening; from WABD(NY), to the net. Sustaining. Pkgr & Prod- DuMont; no production credits available. Formal opening of DuMont's New York production center at 205 East 67th St. Gertrude Berg will introduce the program which will include Dr. Allen B. Du Mont; Ted Bergmann, managing director of the DuMont net; New York's Mayor Robert Wagner and other municipal, civic and business leaders.

NBC- 8:30-9pm EDT; DEBUT; Comment, LIVE & FILM; from WNBT(NY) & WNBW(Wash), to the net. Sustaining. Pkgr- NBC News & Special Events; Exec Prod- William R. McAndrew; Prod- Ann Gillis(NY) & Julian Goodman(Wash); Dir- Robert Doyle. News documentaries featuring staff commentators and overseas correspondents interpreting international events. Program replaces The Voice of Firestone in this time spot (See ABC above).

Tuesday(15)

NBC- 8-8:30pm EDT; RETURN; Midwestern Hayride; from WLW-T(Cinn), to the net. Sustaining. Pkgr- Crosley Broadcasting Corp; no production credits available. Folk talent program, regularly seen over WLW-T, WLW-D & WLW-C, on Saturday evenings, returns as a network summer replacement show. It had previously been on the NBC net during the summer of 1951, making its net debut June 16, 1951, Sat, 9-10pm as a summer replacement of Your Show of Shows. It returned as summer replacement for Texaco Star Theater(Berle) (Continued next page)

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Tuesday(15)

NBC- Midwestern Hayride (Cont'd from previous page): during 1952. Willie Thall m.c.'s this TV version of a hay ride, featuring the Midwesterners, folk dancers, regularly. Paul Arnold, Bonnie Lou, Herb & Kay, Lee Jones, Buddy Ross, the Pine Mountain Boys and Zeke & Red Turner, folk singers and instrumentalists, will appear on a rotation basis. Program replaces the first half of the Buick-Berle and Bob Hope shows in this time spot. See next listing.

NBC- 8:30-9pm EDT; RETURN; The Arthur Murray Party; from WNBT(NY), no. of stations indefinite. Sponsor- Associated Products, Inc (Five Day Deoderant Pads) thru Grey Advertising Agency, Inc(NY); Acct Exec- Herbert Strauss; Agcy Superv- Joel Spector; Comm Superv- Robert Kirshbaum; Commls- Film. Pkgr- Arthur Murray(NY); Prod- Arthur Murray; Asst Prod- Les Zimmerman; Dir- not announced at press time; Music Dir- Ray Carter; Choreog- June Taylor; Casting- Leon Newman(48 W 48th NY). Kathryn Murray is hostess of a variety program presented with a party atmosphere. Program replaces the second half of the Buick-Berle and Bob Hope shows thru Sept 14 in this time spot. The Arthur Murray Party had previously been seen Mon, 7:30-7:45pm over NBC; last show April 19.

Saturday(19)

CBS- 10:30-11pm EDT; DEBUT; Two In Love; from WCBS-TV(NY), no. of stations indefinite. Sponsor- Pharmaceuticals, Inc(Geritol) thru Edward Kletter Associates, Inc(NY); Acct Exec- Edward Kletter; Agcy & Comm Superv- Don Blauhut. Pkgr- Robert G. Jennings(NY); Prod & Dir- Herbert M. Moss(Jennings); TV Dir- Rai Purdy(CBS); Music Dir- Alfredo Antonini. Bert Parks is host at a quiz party for devoted couples who may be engaged, newly married or celebrating a wedding anniversary. Relatives and friends are invited to an onstage broadcast gathering, Parks queries the guests about the couple's romance and then asks questions for cash prizes.

NBC- 4-6pm EDT; HIGHLIGHT; National Open Golf Tourney Final Round; from WNBT (NY) via remote, to the net, no. of stations indefinite. Sustaining, 4-5; Sponsor, 5-6pm- Kelly-Springfield Tire Co thru Compton Advertising, Inc(NY); Acct Exec- George Renner; Agcy Superv- John Egan; Comm Anncr- Lindsey Nelson (NBC). Pkgr- NBC-TV Sports Dept; Prod- Bill Garden; Dir- Jack Dillon; Commentators- Lindsey Nelson, Bob Brumby, Johnny Farrell & Craig Wood(latter, 5-6pm). Coverage of the closing rounds of the final day of the National Open Golf Championships at Baltusrol (NJ) Golf Club. NBC will use its $63,000 Cadillac mobile unit, with self-contained electric power, to roam the course.

NBC- 10:30-11pm EDT; RETURN; Private Secretary, ON FILM; from WNBT(NY) & KNBH (H'wood), 82 stations net, 54 delayed. Sponsor- American Tobacco Co(Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings. Re-runs of episodes presented over CBS-TV during 1953-54 for the same sponsor; summer hiatus replacement for Your Hit Parade, same as 1953.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Jamie (Mon, 7:30-8pm EDT) Last show June 7; summer hiatus.

DuM- A Dollar A Second (Mon, 8-8:30pm EDT) Last show June 14; moves to NBC, July 4, Sun, 10-10:30pm EDT, for seven weeks, then slated for DuMont return.

Down You Go (Wed, 9:30-10pm EDT) Last show June 16; summer hiatus.

NBC- Name That Tune (Mon, 8-8:30pm EDT) Last show June 14; probable return in fall.

Mr. Peepers (Sun, 7:30-8pm EDT) Kinescope re-runs for summer begin June 13.

NBC- Campbell SoundStage (Fri, 9:30-10pm EDT) Last show of regular series was May 28; summer film replacements began June 4; re-runs of Revlon Mirror Theatre and Pepsi-Cola Playhouse films produced by Revue Productions.

You Bet Your Life, ON FILM (Thu, 8-8:30pm EDT) Last show in current series June 10; summer re-runs as The Best of Groucho starts June 17, same time.

CTPN- (Columbia Television Pacific Network - Regional) - Henry Fonda Presents: The Star and The Story, ON FILM; DEBUT June 19; Sat, 10-10:30pm PDT; from KNXT (H'wood), 8 stations net. Sponsor- California Brewing Co (Gold Label Beer) thru Foote, Cone & Belding(San Francisco). Pkgr- Don Sharpe; Film Prod- Four Star Productions, Inc., at RKO-Pathe Studios, Culver City, Calif; Exec Prod- Don Sharpe; Prod- Warren Lewis; Dirs- Various. 39-week series with Henry Fonda introducing each star and story in the half-hour films. 13 in the series are based on adaptations of Somerset Maugham short stories. Among the stars are David Niven, Frank Lovejoy, Teresa Wright and others. The production group is the same as for Four Star Theatre on the CBS-TV network.

NETWORK SPONSOR ACTIVITY

CAMPBELL SOUP CO thru Batten, Barton, Durstine & Osborn, Inc(NY) will sponsor a new film series, Lassie, over CBS-TV beginning Sun, Sept 12, 7-7:30pm EST. Television Programs of America is distributor for the series.

ALUMINIUM (cq) LIMITED OF CANADA(Stand Corp) thru J. Walter Thompson Co(NY) will be a sponsor of Omnibus over CBS-TV, effective with the series' return Oct 17, Sun, 5-6:30pm EST.

GREEN GIANT CO(frozen and canned peas and corn) and PILLSBURY MILLS, INC(flours and cake mixes) both thru Leo Burnett Co, Inc(Chi) will become alternate sponsors of Bank on the Stars (Sat, 8-8:30pm EDT) over NBC-TV, effective July 17 thru August 21. Effective August 28, the two sponsors will alternate for The Mickey Rooney Show in the same time spot.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Star Time; STATION DEBUT June 19; Sat, 7-7:30pm EDT. Sponsor- Gerald O. Kaye & Associates Corp(NY met distribs, Crosley and Bendix home appliances, All detergent) thru The Arnold Cohan Corp(NY). Pkgr- Star Time Enterprises, Inc(NY); Prod- George Scheck; Assoc Prod- Hal Raywin; Dir- Lee Davis; Sets & Costumes- Denise LaMarque(asst to prod); Music Dir- Nat Brooks; Choreog- Star Time TV Studios & Lenny Dale. Children's musical variety show, with cast of regulars including Lenny Dale, Angel, Joey Shepstock, Sharon Porter, Rosalie Mann, Charles Perry, Lillian Kaye, Connie Francis, Harry Gordon, Vinni Monti and others presenting songs, dances and comedy. Program had last been seen as a co-op network program over NBC-TV this past spring (See page 20) and previously had been a long time local program over WNBT(NY).

WNBT(Ch 4) New York - The Ray McKinley Weather Show; DEBUT June 14; Mon thru Fri, 8:55-9am EDT and 2:55-3pm EDT. Sponsor- Pabst Brewing Co thru Hoffman Beverage Co subsidiary (Tap-a Cola, canned soft drink) thru Warwick & Legler, Inc(NY). Pkgr- WNBT; Prod- Bob Stewart. Bandleader-vocalist Ray McKinley presents weather reports and weather and personality anecdotes.

WBAL-TV(Ch 11) Baltimore - College At Home; DEBUT June 14; Mon, 8:30-9pm EDT. Sustaining. Pkgr- WBAL-TV & Baltimore Junior College; Prod- Arnold Wilkes(WBAL). Dr. Eugene Murphy, BJC instructor in English and French, presents a home credit course in French literature, for a full college credit with a final exam.

KNXT(Ch 2) Hollywood, LA - Here Is The Past, ON KINE; LOCAL DEBUT June 5; Sat, 2-2:30pm PDT, for 13 weeks. Sustaining. Kinescopes of the educational live series, featuring Dr. Caspar Kraemer, professor of archeology and classic at New York University, which debuted over WCBS-TV(NY) on Feb 20, 1954. (See page 20). The kinescope showing is part of an exchange in educational series between KNXT and WCBS-TV (See page 91). (Shakespeare On TV, listed for WCBS-TV last week, was originally produced by William Whitley and directed by Bill Alcine of KNXT.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
Los Angeles					
KTLA(5)	*"Hans Christian Anderson Fairy Tales" (Interstate TV Corp)	-Open for sponsorship	6/3	Thu	7:30-8pm

*First run in market

CASTING: Stage Show (CBS, Sat, 8-9pm, debut July 3 as Jackie Gleason replacement; variety show starring Tommy & Jimmy Dorsey) Casting: Jerry Katz at MCA, working with Jack Philbin at Jackie Gleason Enterprises, Park Sheraton Hotel, CI 6-1266; each show will use a top comic, a top recording star, plus 4 or 5 leading variety acts, with the whole roster changing weekly.....The Blue Angel (CBS, Tue, 10:30-11pm, debut July 3; musical-variety show with Orson Bean as host) Casting: Marty Kummer at MCA and Herbert Jacoby at the Blue Angel; will use fresh young talent of the type for which the Blue Angel is noted.....Golden Windows (NBC, Mon thru Fri, 3:15-3:30pm; debut July 5; dramatic serial) Completed casting June 11; cast to be announced. Prod-Casting: Mary Harris, at Young & Rubicam, NY; will cast small parts during run of show.....Concerning Miss Marlowe (NBC, Mon thru Fri, 3:45-4pm, debut July 5; dramatic serial) Louise Albritton plays title role, other principals cast but not announced. Casting: Ann Howard, Benton & Bowles, NY; will be openings for minor roles during run of show.....

FILM PACKAGES

SHERLOCK HOLMES CURRENT(Paris); adventure series starring Ronald Howard in the title role and H. Marion Crawford as Dr. Watson; 39 half-hour films (13 complete, 13 more to be completed about July 30, remainder for late summer) to be available for early September airing thru syndication. Cost range- Open. Pkgr-Prod- Sheldon Reynolds (contact thru William Morris, NY); Assoc Prod- Mme. Nicole Milinaire; Dir- Jack Gage, Sheldon Reynolds (first 13); Steve Previn (second 13); Writers- Lou Morheim, Harold Jack Bloom, Sheldon Reynolds, Henry Sandoz and Charles Early; Music- Claude Durand; Sets- Michael Weight; Costumes- Nicole Milinaire. Dist- MPTV - Film Syndication Division, 655 Madison Ave., New York 21, N. Y. TEmpleton 8-2000.

NEWS AND COMMENT: Sylvania Television Awards to be presented in 1954 will consider "the most notable contributions to the visual broadcast medium through programs on the air between Nov 1, 1953 and Oct 31, 1954." The awards will be presented Nov 30, 1954 in New York. Deems Taylor will again be chairman of the committee of judges which will include Ethel Barrymore and George Sidney among others serving for the first time. All inquiries and material should be sent to the Secretary of the Committee of Judges, 5th Floor, 655 Madison Ave., New York 21, N. Y.....Howard Lindsay and Russel Crouse have signed an exclusive contract (not including theatrical activities) with CBS Television to create new programs, with three new show ideas already agreed on..... Nat Perrin named West Coast producer of CBS-TV color productions.....Sander Heyman named to head West Coast radio-TV activities for Roy S. Durstine, Inc.

TALENT SHOWSHEET JUNE 14-20, 1954

Most of the shows on June 11, 12, 13 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, June 18. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Since credits for the following programs were listed fully at the time of their original showing, they will not be listed below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Mr. and Mrs. North, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mark Saber.

FRIDAY JUNE 11

THE NEW REVUE (Mike Wallace)	CBS 5:30 (COLOR)	regulars & Charlie Dobson & Pat Marshall (S), The Hamilton Trio (D), Kitty Kallen (S), Ramona Lang & Jack Purcell (D), the Vargas Dancers
GUY LOMBARDO	WNBT 7pm	Lauritz Melchior (S), Mia Slavenska (D), Helena Scott
MAMA (Peggy Wood)	CBS 8pm	T. R.'s Home - (O) by Gordon Webber; with regulars & Frieda Altman; (S))
LIFE BEGINS AT 80	DuM 9pm	Larry Storch (C) & regulars
COL. HUMPHREY FLACK	DuM 10:30	By the Beautiful Sea - (O) by Ed Jurist & S. L. David; with Pat Breslin, Martin Balsam, Lucille Patton, Humphrey Davis, David Winters, Bert Vallencourt; (SD)

SATURDAY JUNE 12

ON THE CAROUSEL (Paul Tripp)	WCBS 9am	regulars & Joe Silver
CAMERA THREE	WCBS 2pm	regulars Michael Kane, Tom Scott (S) Griff Evans
SATURDAY NIGHT REVUE(Eddie Albert)	NBC 9pm	regulars Ben Blue (C), Pat Carroll (C), Sauter-Finnegan Orchestra; & Peggy Ryan & Ray MacDonald (D), Hoctor & Byrd (D), Lou Wills, Jr. (D), Carole Richards (S) (PREMIERE, FROM HOLLYWOOD)

SUNDAY JUNE 13

LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	The Forty Ninth Day - (O) by Jerome Coopersmith; with Henry Lascoe, Russell Hicks, Leon Belasco; (SD)
LOOK UP AND LIVE	CBS 10:30	Mary Mayo (S), The Townsmen Quartet (S)
HALLMARK HALL OF FAME(S. Chuhchill)	NBC 5pm	Come to the Window - (O) by Elaine Ryan; with Jan Clayton, Robert Boon, Edward Ashley; (SD, FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Fall of Parnell - (O) by Maury Stern; with Loren Greene, Dan Morgan, Larry Gates, John McGovern, Frederick Worlock, Jerome Kilty, Robert Middleton, Roy Roberts, John Call, Frances Reid, John Shay, Joey Fallon, Rudd Lowry, James Millhollin, Pat Malone, Ronald Dawson, Cullen Desmond, Raymond Bailey; (SD)
Cheer Television Theatre	NBC 7pm	Pride of the Force - (O) by Whitney Alexander, (A) by Howard J. Green; with Onslow Stevens, Myron Healey, Joseph Leon, Joseph Crahan, Lee Roberts; (SD) by Robert S. Finkel
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Bert Lahr (C), John Raitt & Janice Paige (S) in scene from The Pajama Game; Mata & Hari (D), the Yokoi Trio (novelty), the Goofers (M), International Barber Shop Quartet, Victor Borge
ON THE BOARDWALK (Paul Whiteman)	ABC 8pm	Judges: Ray Malone (D), Marie Torre (editor), "Uncle" Jim Harkins (talent scout); Performers: Robert Notkoff (M), Connie Mavis (S), Frankie Chairvalli (S); Guests: Phil Ross (impressionist), Bobby Whalen (S),
ROCKY KING,DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Scared to Death - (O) by Keeton Drischell; with regulars & Blair Davies, Tom McDermott, Betty Buehler, Mary Ann Cohan, Hal Holbrook; (SD)

MONDAY JUNE 14

Duffy's Tavern	WNBT 7pm	Archie Sells the Tavern - with regulars & Barry Kelley, Martin Garralaga, Vincent Padula, Frank Hagney; (SW & SD)

MONDAY JUNE 14 (Cont'd)
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ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Thalia Halkias (S), Sal Febbraio (M), Blackwood Brothers (S)
VOICE OF FIRESTONE	ABC 8:30	Roberta Peters (S)
ROBERT MONTGOMERY	NBC 9:30	The Promise - (O) by Charles Dickens (from Great Expectations), (A) by Doria Folliat; with Estelle Winwood, Rex Thompson, Malcolm Lee Beggs, Nina Reader, Scott Forbes, Lucy Lancaster, Ronald Long, Alistaire Duncan; (SD) by Norman Felton (2nd part, The Reality to be seen next week)
RED BUTTONS	CBS 9:30	Ann Crowley, Janis Carter, Harold J. Stone, Leon Belasco, Allan Walker; (SW & SD)
STUDIO ONE	CBS 10pm	A Letter to Mr. Gubbins - (O) by Antony Ferry, (A) by Harry Junkin; with Art Carney, Dorene Lang, Bart Burns, Rudolph Watson, Alan Devitt, Jack Weston, Maurice Brenner, Nell Harrison Joe Hasel (sportscaster); (SD) by Paul Nickell; Drawing by Saul Steinberg

TUESDAY JUNE 15
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Janet Dean, R. N. (Ella Raines)	WNBT 7pm	The Banks Case - (O) by Max Wilk; with Katharine Bard, Henry Jones, John Marriott, Robert H. Harris, Robert Baines, Ann Dere, Robert Webber; (SD)
Cavalcade of America	ABC 7:30	A Matter of Honor - (O) by Van Norcross; with Onslow Stevens, Randy Stuart, Stanley Andrews, Pierre Watkins, Preston Hanson, Richard Bartell, Jonathan Hale; (SD)
LOVE STORY	DuM 8:30	Shadow Waltz - (O) by Edwin Bonner; with Betty Field, Arthur O'Connell, Peggy Allenby, Richard Trask, Gaye Huston, Judson Pratt; (SD) by Richard Sandwick, replacing Frank Telford in that capacity
ARTHUR MURRAY PARTY (Kathryn Murray)	NBC 8:30	Bert Lahr (C), Burgess Meredith, Lauritz Melchior (S), Four Girls Quartet: Jane Russell, Rhonda Fleming, Connie Haines, Beryl Davis (PREMIERE, NEW SERIES)
Fireside Theater (Gene Raymond)	NBC 9pm	The Kiss - (O) by Virginia Cooke; with Andrea King, Jim Davis, Emil Meyer, Judy Walsh, Madge Meredith, Steve Roberts, House Peters, Jr., Don Gibson; (SD)
SUSPENSE	CBS 9:30	The Pistol Shot - (O) by Alexander Pushkin, (A) by Ben Radin; with Hurd Hatfield, Douglas Watson, Felice Orlandi, Stiano Braggiotti, Dana Wynter, Billy Van; (SD)
CENTER STAGE	ABC 9:30	Grandfather Takes Off - (O) by George Roy Hill; with Robert H. Barrat, Bert Freed, Charles Taylor, John Ridgely, Audra Lindley, P. J. Kelly, Lester Lonergan, Jr., Harold McGee; (SD)
DANGER	CBS 10pm	The Big Man - (O) by James Bender, (A) by Richard Lortz; with Joan Lorring, Phil Abbott, Bruce Gordon; (SD)

WEDNESDAY JUNE 16
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Wild Bill Hickok (Guy Madison)	WNBT 6pm	Bitter Creek Masquerade - with regulars & Alan Hale, Jr., Riley Hall, Tommy Ivo, Emory Parnell; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	The Man Who Took to His Bed - (O) by Irene and Louis Kamp, (A) by Jack Roche; with Jack Hartley, Perry Fiske, Pat Smith, Roger Price, Beverly Dennis, Raymond Bramley; (SD)

THURSDAY JUNE 17
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JUSTICE	NBC 8:30	The Desperate Ones - (O) by Robert Burke; with Madge Evans, Loren Greene, Clifford Tatum, Effie Afton, Thomas Palmer, Louis Hector, William Erwin; (SD)
LUX VIDEO THEATRE	CBS 9pm	The Pretext - (O) by Edward S. Fox, (A) by Lois Landauer; with Pat Crowley, others; (SD FROM HOLLYWOOD)
KRAFT TELEVISION THEATRE	ABC 9:30	Deliver Me from Evil - (O) by Agnes Ridgeway; with Anthony Ross, Claudia Morgan, Grant Williams, Edwin Bruce, George Roy Hill, Judson Laire, Sally Gracie; (SD)

THURSDAY JUNE 17 (Cont'd)

Ford Theatre	NBC 9:30	The Tryst - (O) by Mary C. McCall, Jr.; with Edward Arnold, William Lundigan, Vera Miles, Ann Francis, Nana Bryant, Rosemarie Bowe, Jan Shepard, Judd Holdren, William Forrest, Russell Gaige, John Smith, Jane Darwell; (SD) by Ted Post
Big Town	CBS 9:30	regulars & Elisha Cook, Edward Earle, Sarah Selby; (SW & SD)
MARTIN KANE (Mark Stevens)	NBC 10pm	no author credited; with Barbara Nichols, Monica Lovitt, Vinton Hayworth, Joan Wetmore, Jack Warden, Dulcy Jordan, Harry Worth; (SD, LAST SHOW)
Foreign Intrigue (James Daly)	WNBT 10:30	F. I. in the Alibi - (O) by Harold Jack Bloom; with regulars & Alf Kjellin, Rangvi Lindblad, Tristan Wibom, Ulf Johanson, Marta Dorff; Music by Charles Redland

FRIDAY JUNE 18

MAMA (Peggy Wood)	CBS 8pm	Dagmar's Diary - (O) by Jerome Ross; with regulars & Patsy Campbell, Janet Parker; (SD)
Topper (Jeffreys&Sterling)	CBS 8:30	Boat Episode - with regulars & Rex Evans, John Gallaudet, Richard Gaines, Ray Walker, George Pembroke; (SW & SD)
Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	Double in Danger - (O) by Bruce Cassiday, (A) by Fenton Earnshaw with Bill Phipps, Larry Dobkin, Carolyn Jones, Lynne Millan, Richard Shackleton; (SD) by Richard Irving
THE BIG STORY (Robert Sloane)	NBC 9pm	Arthur Petacque, Chicago Sun-Times - (O) by Gail Ingram; with Robert Ellenstein, Dan Morgan, Ross Martin, Treva Frazee, Sid Raymond, Alan MacAteer, Marian Russell; (SD)
Schlitz Playhouse	CBS 9pm	The Black Mate - (O) by Joseph Conrad, (A) by Don Martin; with Paul Kelly, Robert Cornthwaite, Lee van Cleef, Bill Phillips, Tom London, George Khoury, John Close, John Harmon; (SD) by Roy Kellino
COL. HUMPHREY FLACK	DuM 10:30	Atlantic Crossing - (O) by Edmund Morris, Everett Rhodes Castle, & Ed Jurist; with regulars & Mort Marshall, Mitchell Agruss, Janet DeGore, Brook Byron, Court Benson; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JUNE 11 THROUGH FRIDAY JUNE 18

GEORGE SKINNER	WCBS 9am	M thru F - Betty Cox replaces Toby Deane as regular vocalist
STRIKE IT RICH (Warren Hull)	CBS 11:30	M - Ona Munson, W (am) - Mae Wynn; W (pm) - Roger Landry; F - Brenda Lewis (S)
KATE SMITH (& Ted Collins)	NBC 3pm	M - Bambi Linn & Rod Alexander (S), Charlie Ruggles in World of Mr. Sweeney; Tu - Alene Dalton, Georgie Kaye (C), The Three Suns (M&S); W - Jeff Clark & regulars; Thu - Phil Napoleon's jazz band; F - Dorothy Day, Nora Kaye (D) (LAST SHOW OF SEASON)
MAGIC COTTAGE	WABD 6:30	M thru F - Charles Pursell, Rod Colbin (SW & SD)
COKE TIME-FISHER	NBC 7:30	W - Anna Maria Alberghetti (S); F - Gloria DeHaven (S) (H'WOOD)
PERRY COMO	CBS 7:45	M - Ben Hogan (golf); W - Ray Anthony (M & S)
JERRY LESTER	WABD 11:10	M thru F - kill: Ellie Russell; regulars are Nancy Walker, Betty George, Bobby Sherwood, Buddy Weed & Orch,

SATURDAY JUNE 19

MY FAVORITE HUSBAND	CBS 9:30	regulars & Ted Donaldson; (SW & SD) (KINE)

SUNDAY JUNE 20

LOOK UP AND LIVE	CBS 10:30	Betty Cox (S)
COLGATE SUMMER COMEDY	NBC 8pm	Kaye Ballard(S&C), Jules Munshin(C), Andy Griffith
TOAST OF THE TOWN	CBS 8pm	Jackie Gleason, Rise Stevens (S), Darvas & Julia (D), Art Carney Harold Arlen(songwriter), Hal LeRoy (D),"Peg Leg" Bates(D),Will Jordan(C)
General Electric Theatre	CBS 9pm	Desert Crossing - (O) by Dana Burnet, (A) by Herbert Little,Jr. & David Victor; with Miriam Hopkins, James Dunn, Faith Domergue, John Agar, William Fawcett, Robert Foulk, Virginia Carroll;(SD)
GOODYEAR TV PLAYHOUSE	NBC 9pm	Write Me Out Forever - (O) by David Shaw;with Eva Marie Saint

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VOLUME 6 NUMBER 25

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(21)

CBS- 9:30-10pm EDT; RETURN; Masquerade Party; from WCBS-TV(NY), 81 stations live, 59 kine, 11 hot kine. Sponsor- General Foods Corp (Instant Maxwell House Coffee) thru Benton & Bowles, Inc(NY); Acct Exec- William Lewis; Agcy Superv- Edward Esty Stowell; Comm Superv- Tom Dunphy; Comm Dir- Barry White; Comm Anncr- Rex Marshall. Pkgr- Ed Wolf & Associates(NY); Prod- Herbert Wolf; Assoc Prod- Keith Taylor; Dir- Lloyd Gross. Peter Donald is m.c. of the panel quiz show, returning for the second summer in this spot. Jack Paar, Buff Cobb, Ogden Nash and Ilka Chase make up the regular panel which attempts, thru clues and questions, to penetrate the disguise of prominent guests. The program has been the 1953 summer and 1953-1954 holiday replacement for the Red Buttons Show in this time spot. The Buttons show will not return in the fall for the sponsor.

CBS- 10-11pm EDT; RETURN; Studio One Summer Theatre; from WCBS-TV(NY) 72 stations live, 21 kine. Sponsor- Westinghouse Electric Corp (Appliances) thru McCann-Erickson, Inc(NY); Acct Exec- James Gillis; Agcy Superv- Tom Losee; Comm Superv- Andy Christian; Comm Anncr- Betty Furness (June Graham, from July 12 thru Aug.). Pkgr- CBS-TV(NY); Exec Prod- Edgar Peterson; Prod- Alex March; Dirs- Allen Reisner (1st), George Gould, Mel Ferber and Byron Kelley (alternating); Sets- Henry May; Casting- William Dunn (CBS Casting); Music Dir- Various; Costumes- Various. 13-week summer version of the regular Studio One series, featuring 12 original plays and one revival. Studio One returns Mon, Sept 20, with Felix Jackson again the producer.

NBC- 3-3:30pm EDT, Mon thru Fri; RETURN; Mrs. U. S. A., LIVE & FILM; from WNBT (NY), to the net. Sustaining. Pkgr- NBC-TV(NY); Prod & Dir- Lee Painton; Host-Narrator- Arthur Gary. Guest interviews with film integration. One topic of national, social or domestic interest is treated each day in a style designed to appeal to housewives and women in general. The program has been seen during previous summers as a daytime replacement. It returns for two weeks and after July 2 will be seen only over some West Coast stations. It replaces one-half of the Kate Smith Show, which is not scheduled to return to this time spot in the fall.

NBC- 3:30-4pm EDT, Mon thru Fri; RETURN; Ask Washington; from WNBW(Wash), to the net. Sustaining. Pkgr- NBC-TV News & Special Events; (Cont'd next page)

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Monday(21)

NBC- Ask Washington (Cont'd from previous page): Prod- Julian Goodman & William Garden; Dir- Robert Doyle. News panel program, in which editors and commentators answer questions from viewers on national and international events, returns for two weeks, thru July 2, replacing the second-half of the Kate Smith Show. Ask Washington was previously on the net for seven weeks beginning Jan 11, 1954, and was also seen during 1952 and 1953 political conventions and Congressional sessions (See page 5).

NBC- 8-8:30pm EDT; DEBUT; Droodles; from WNBT(NY), to the net. (WNBT local showing is Tue, 8-8:30pm via kine). Sustaining. Pkgr- Frank Cooper Associates(NY); Exec Prod- Sy Fischer; Prod- Alan Dinehart; Dir- Craig Allen(NBC). Artist-comedian Roger Price stars in a comedy quiz based on his cartoons, with regular panelists Marc Connelly, Carl Reiner, Denise Lor and a guest panelist. The panel attempts to identify titles for "Droodles" drawings done by Price or submitted by viewers, with cash prizes for viewers.

Tuesday(22)

CBS- 8:30-9pm EDT; RETURN; Juvenile Jury; from WCBS-TV(NY), no. of stations indefinite. Sponsor- Pharmaceuticals, Inc (Geritol) thru Edward Kletter Associates, Inc(NY); Acct Exec- Edward Kletter; Agcy & Comm Superv- Don Blauhut. Pkgr- Barry, Enright & Friendly(NY); Superv By- Ann Lawton; Dir- Jerome Shaw. Jack Barry as host is assisted by a panel of five youngsters, ranging in age from 5 to 10 years, who offer solutions for problems posed by visiting youngsters. Each week's panel is drawn from a pool of eight children, rotated from week to week. The program was last on the net on Sunday, leaving in April. It replaces the Red Skelton Show for the summer for the same sponsor in this spot.

Wednesday(23)

DuM- 9-10pm EDT; DEBUT; Summer in the Park; from WABD(NY), to the net. Sustaining. Pkgr- DuMont; Prod- Roger Gerry; Dir- Frank Bunetta. Virginia Graham m.c.'s an outdoor variety show at Palisades Park, N. J., including swimmers and divers in an outdoor pool; singers, dancers and instrumentalists, etc. Similar programs have been featured during the past two summers over DuMont, with the same origination. Program replaces Down You Go, off for the summer, and Stars On Parade, which moves from the 9-9:30pm spot to 10:30-11pm, same day.

Thursday(24)

CBS- 7:45-8pm EDT, Tue & Thu; DEBUT; Song Snapshots On A Summer Holiday (Thurs) & Summer Holiday (Tue); from WCBS-TV(NY), no. of stations indefinite. Sustaining for Tuesday; Thursday Sponsor- General Electric Co, Lamp Division thru Batten, Barton, Durstine & Osborn, Inc(Cleveland); Acct Exec- George Cozzens; Agcy & Comm Superv- Jeff Maguire; Comm Dir- Byron Paul(CBS). Pkgr- CBS-TV (created by Irving Mansfield); Prod- Byron Paul; Dir- Peter Birch(Tue) & Byron Paul (Thu); Prog Coord- Ruth Levine; Music Dir- Hank Sylvern; Sets- Charles Lisanby; Choreog- Peter Birch; Writers- Irvin Graham, Jimmy Shirl, Ervin Drake. Merv Griffin and Betty Ann Grove star as vocalists in this musical series, supported by a singing quartet and a group of girl dancers. The Thursday segment replaces the Jane Froman Show for the sponsor thru Sept 9. The Tuesday segment replaces the Jo Stafford Show and continues thru August 24.

Friday(25)

DuM- 9-9:30pm EDT; DEBUT; The Stranger; from WABD(NY), no. of stations indefinite. Sponsor- The Serutan Co thru Edward Kletter Associates, Inc(NY); Acct Exec- Edward Kletter; Agcy Superv- Don Blauhut. Pkgr- DuMont; Creator, Prod & Dir- Frank Telford; Writers- Nelson Giddings, Carey Wilber; Sets- Karl Hueglin; Casting- Elizabeth Mears(DuM). Mystery series, with a (Cont'd next page)

Friday(25)

DuM- The Stranger (Cont'd from previous page): "stranger" as a man who comes from nowhere to enter the lives of people who have been innocently victimized; aiding them and then disappearing as mysteriously as he arrived. He is not a "super" being and uses only feasible means in performing his deeds. The program is a 13-week replacement for Life Begins At Eighty in this time spot for the sponsor.

OTHER NETWORK CHANGES & ADDITIONS

(Listings in this section frequently change information previously recorded in the Television Index cards, or in recent Weekly Reports)

ABC- Answers for Americans (Sun, 1-1:30pm EDT); Elmer Davis (Sun, 3:30-3:45pm EDT); At Issue (Sun, 3:45-4pm EDT) Last shows for all three, June 27; hiatus.

DuM- Plainclothes Man (Sun, 9:30-10pm EDT) Last live and sponsored show June 13; kine repeats on June 20, 27 and July 4; future status undecided.

NEW NETWORK SPONSORSHIPS

FLORIDA CITRUS COMMISSION (Grapefruit) thru J. Walter Thompson Co will sponsor Twenty Questions over ABC-TV, Tuesdays, 8:30-9pm EDT, effective July 6.

A. E. STALEY MFG CO (Sta-Flo Liquid Starch) thru Ruthrauff & Ryan, Inc(Chi) will sponsor the Tuesday & Thursday 9:30-9:45am EDT segments of the Breakfast Club (Mon thru Fri, 9-10am EDT) over ABC-TV, effective July 27, for 52 weeks.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - The Phillies TV Auction; DEBUT June 26; Sat, 9:45-10pm EDT. Sponsor- Bayuk Cigars, Inc(Phillies Cigars) thru Ellington & Co., Inc (NY). Production info not available at press time. Pitchman Sid Stone will conduct a television auction of all types of merchandise, with home viewer and audience participation. Bidding for the merchandise will be by Phillies' cigar bands, package fronts and box lids instead of money.

WNBT(Ch 4) New York - The Guy Lombardo Show; CHANGE June 18, 25; Fri, 7-7:30pm EDT. Last two programs of the season before summer hiatus originate from Lombardo's East Point House, Long Island. Program will return Sept 3.

KFIA(Ch 2) Anchorage, Alaska - The Harry Owens Show, ON KINE; STATION DEBUT June 18; Fri, 9:30-10 pm (13 day delay). Program originates live over KNXT(LA) and is sponsored by Regal Amber Brewing Co (Regal Pale Beer) thru Guild, Bascom & Bonfigli, Inc(San Francisco) over the Columbia Television Pacific Network. With the new addition, the program is seen over a total of 15 CTPN stations, live and delayed. (See page 25 for original KNXT debut information).

KNXT(Ch 2) Los Angeles - The Larry Finley Show; DEBUT June 20; Sun, 10:30pm-12midnight PDT. Participations. Pkgr- KNXT; other production info not available. Larry Finley is host for variety and musical acts and interviews show business celebrities.

KNXT - Now and Then; DEBUT June 27; Sun, 6:30-7pm PDT. Sustaining. Pkgr- KNXT; Prod- William Whitley; Dir- Bill Alcine. Dr. Frank C. Baxter takes viewers through the world of literature old and new; reviewing great events and outstanding eras in the recorded history of man and illustrating his commentary with major writings of every type.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
New York					
WNBT(4)	#"The Big Matinee" (re-runs of Ford Theatre and others)(Screen Gems)	-Participations	6/21	Mon thru Fri	1-1:30pm
WPIX(11)	*"Your Gospel Singer" (Prod by Dundee Prods, Inc)	-Sustaining	6/20	Sun	12:45-1pm
Chicago					
WBBM-TV(2)	*"Range Rider" (CBS Film Sales)	-Sustaining	6/14	Mon thru Fri	5-5:30pm
				Sat	4:45-5:15pm
Los Angeles					
KTTV(11)	*"Stories of the Century" (Hollywood Television Service)	-Sears, Roebuck & Co thru Roche, Williams & Cleary, Inc(Chi)	6/20	Sun	9-9:30pm
KTTV(11)	#"City Assignment" (Re-runs of Big Town) (United TV Programs)	-Participations	6/14	Mon thru Fri	5-5:30pm

*First run in market #Re-runs

CASTING: The Marriage (NBC, Thu, 10-10:30pm, debut July 1 in color and b & w; starring Hume Cronyn and Jessica Tandy, with Susan Strassberg & Malcolm Broderick) Casting: Director Jack Garfein at Ted Ashley's office; will use occasional supporting players and extras, all "Gramercy Park" rather than conventional types.....TV's Top Tunes (CBS, Mon, Wed, Fri, 7:45-8pm, debut June 28) Casting (name guest singers, other top names only) Bob Rogers at Cunningham & Walsh, 260 Madison Ave, MU 3-4900. Casting Dir-Choreog: Lee Morrison, 320 E 53rd, MU 8-8847; lines up actors for sketches, lesser known variety acts, etc.

RATINGS DIGEST

ONCE WEEKLY PROGRAMS EVENING, SPONSORED (Net - Film or Live)	NATIONAL NIELSEN 2 weeks end May 22 Homes(000)	Homes(%)	U.S. PULSE TV Week Apr 1-7 MAY	TRENDEX Week June 1-7 JUNE
I Love Lucy(CBS-F)	(1) 16,959	(1) 58.5	(1) 49.1	(1) 39.0
Dragnet(NBC-F)	(2) 13,518	(2) 48.4	(2) 47.3	(2) 37.8
Bob Hope Show(NBC-L)	(3) 12,317	(3) 45.1	#	#
Ford Theater(NBC-F)	(4) 11,321	(4) 42.4	(8) 32.6	*
Television Playhouse(NBC-L)	(5) 10,929	(6) 39.3	*	*
Blue Ribbon Boxing(CBS-L)	(6) 10,820	(10) 37.9	*	*
Jackie Gleason Show(CBS-L)	(7) 10,780	(5) 40.3	(5) 39.5	(3) 32.5
You Bet Your Life(NBC-F)	(8) 10,693	(9) 38.0	(4) 41.9	(9) 27.1
Colgate Comedy Hour(NBC-L)	(9) 10,551	*	*	*
Red Buttons(CBS-L)	(10) 10,304	*	*	(8) 28.7
Buick-Berle Show(NBC-L)	*	*	(6) 33.7	*
Godfrey & Friends(CBS-L)	*	*	(7) 32.9	(7) 29.2
Fireside Theatre(NBC-F)	*	*	(9) 32.4	(10) 26.8
Burns & Allen(CBS-F)	*	*	(10) 31.9	*
This Is Your Life(NBC-L)	*	(8) 38.6	*	(4) 31.6
Godfrey Talent Scouts(CBS-L)	*	(7) 38.8	*	(5) 29.8
Toast of the Town(CBS-L)	*	*	*	(6) 29.8

CODE: *Not placed in first ten in survey #Not on air during survey week
Numbers in parentheses denote placement in each survey list NOTE: U. S. Pulse TV is national, covering 60 broadcast areas. The Nielsen is national. Trendex is a 10-city survey. See page 83 for previous digest.

TALENT SHOWSHEET JUNE 21-27, 1954

Most of the shows on June 18, 19, 20 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, June 25. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (S), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY JUNE 18

THE NEW REVUE (Mike Wallace)	CBS 5:30	The Blackburn Twins & Evelyn Ward (D); Mr. Ballantine (magic); Charlie Applewhite (S) & regulars (LAST SHOW OF SEASON)
DAVE GARROWAY	NBC 8pm	Connie Russell (S) & regulars
LIFE BEGINS AT 80	DuM 9pm	Pat Rooney (D) & regulars (LAST SHOW OF SEASON)

SATURDAY JUNE 19

Range Rider (Jack Mahoney & Dick Jones)	WNBT 6:30	Old Timer's Trail - (O) by Paul Gangelin; with regulars & Erville Alderson, Shelby Wooley, Charles Stevens, Elaine Riley, Rush Williams, Stanley Andrews, Dee Cooper; (SD)
Man Against Crime (Ralph Bellamy)	WNBT 7pm (&NBC Sun 10:30pm)	No Place to Hide - (O) by Vincent Bogert; with Nita Talbot, Theodore Hart, Henry Lascoe, Victor Rendina, Helen Chapman, Henry Bertram Thomas, Viola Frayne, Sid Raymond; (SD)

SUNDAY JUNE 20

LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	Water Torture - (O) by Allan E. Sloane; with Sara Seegar, Edward Binns, David Sniderman; (SD)
HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	Flight from Cathay - (O) by Irving Elman, (A) by Helene Hanff & Irving Elman; with Dennis Harrison, Sarah Churchill, Walter Kingsford, Richard Elliott, Barry Kroeger, Peter Van Eyck, Lance Fuller, Jean Innes, Earl Lee, Marian Richman; (SD, H'D)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Crisis of Ann Boleyn - (O) by Maury Stern; with Beatrice Straight, Frederic Rolfe, Rosemary Murphy, Douglas Watson, Philip Bourneuf, Louise Buckley; (SD)
Cheer Television Theatre	NBC 7pm	Man of the Bluff - (O) by Morgan Lewis, (A) by Frank Burt; with Bill Phipps, Jean Inness, Kathleen Case, Myron Healey, Chris Drake, Zon Murray; (SD) by Robert Walker
ON THE BOARDWALK (Paul Whiteman)	ABC 8pm	Carol Bennett (S), Harry DeDeo (juggler), the Dancing Barons (D), Mickey Greavine (M); Judges: Earl Wrightson(S), Bill Silbert (disk jockey)
ROCKY KING,DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Red is for Blood - (O) by Philip S. Goodman; with Barbara Ashley Joyce Heller, Henry Hart, Allan Hancock, Doug Taylor; (SD)
GOODYEAR TELEVISION THEATRE	NBC 9pm	Write Me Out Forever - (O) by David Shaw; with Eva Marie Saint, Barbara Baxley, Bob Emmett, Jane Hoffman, Gene Saks; (SD) by Vincent Donehue
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	Rural Intrigue - kine repeat
THE MAN BEHIND THE BADGE	CBS 9:30	New Hampshire - (O) by David Harmon; with Russell Hardie, Dean Harens, June Dayton, Chris White, Gage Clarke, Agnes Young, John McGovern, Ruth Yorke, William Keene, Roy Fant, Lisa Howard; (SD)
THE WEB	CBS 10pm	Look at the Clown - (O) by James P. O'Neill; with Henry Lascoe, Paul Lipson, Betty McCormack, Patty McCormack, Sarah Fussell, Tani Seitz, William Berrian, William Sharon; (SD) by Hirschman
THE CASSINI SHOW	WNBT 11:20	Carol Haney (D),Helene Darcel, Clark Dennis (both S), others

MONDAY JUNE 21

Duffy's Tavern (Ed Gardner)	WNBT 7pm	Archie Sells the Tavern - incorrectly listed for last week (See 6/13/54-Page A for cast)

MONDAY JUNE 21 (Cont'd)

TONY MARTIN	NBC 7:30	Dinah Shore (S) (FROM HOLLYWOOD)
DROODLES	NBC 8pm (NET EXCEPT WNBT)	regulars: Roger Price, moderator-host; panelists: Marc Connelly (playwright), Carl Reiner (actor), Denise Lor (S); guest: Denise Darcel (S) (PREMIERE OF NEW SERIES)
VOICE OF FIRESTONE	NBC 8:30	Brian Sullivan (S)
TALENT SCOUTS	CBS 8:30	Jean Maretta (S), Pat Boone (S), Charles Leighton (M)
ROBERT MONTGOMERY	NBC 9:30	Great Expectations - Part II - The Reality - (O) by Charles Dickens, (A) by Doria Folliat; with Roddy McDowall, Estelle Winwood, Joan Elan, Scott Forbes, Alistaire Duncan, Jacques Aubuchon, Malcolm Lee Beggs; (SD) by Norman Felton
STUDIO ONE SUMMER THEATRE	CBS 10pm	Fandango at War Bonnet - (O) by Carey Wilber; with Darren McGavin, Monica Boyar, Kenneth Utt, Wesley Addy, Victor Thorley, William Harrigan, Royal Dano, Parker Fennelly, George Mathews, John Boruff, Arthur O'Connell, Royal Dano, P. J. Kelly, Elmer Lehr, Walter Barnes, Karl Lukas, Joanna Vischer, Jane Salisbury, Thomas Walsh, Charlotte Knight; (SD) by Allen Reisner (PREMIERE)

TUESDAY JUNE 22

Janet Dean (Ella Raines)	WNBT 7pm	Sloane Case - (O) by Marie Baumer & Victor Wolfson; with Natalie Schafer, Carrie Bridewell, Addison Richards, June Hunt, Justice Watson, Donald Curtis, Charles Quinlivan, Rusty Lane, Maurice Shrog, Mona Bruns, Glen Walken; (SD)
Cavalcade of America	AEC 7:30	Courage in Connecticut - (O) by Warner Law; with Booth Colman, Sean McClory, Anne Kimball, Morris Ankrum, Paul Keast, Keith McConnell, Patrick O'Moore, John Hoyt, Raymond Greenleaf; (SD) (LAST SHOW OF SEASON, SEEN THRU SUMMER AS SPOTS THRU COUNTRY)
THE GOLDBERGS	DuM 8pm	regulars & Sarah Krohner, Judith Malina, Louis Sorin;(SW & SD)
LOVE STORY	DuM 8:30	The Orchard - (O) by Art Wallace; with Frank McHugh, Mildred Dunnock, Sara Anderson, House Jameson
ARTHUR MURRAY PARTY	NBC 8:30	Rory Calhoun & Lita Barron, Cliff Norton (C), Duke Snyder, Carl Erskine, Russ Meyer (all baseball), Denise Darcel
Fireside Theater (Gene Raymond)	NBC 9pm	Valley of the Shadows - (O) by William Leicester & Madeline Thompson, (A) by Seeleg Lester & Merwin Gerard; with Dabbs Greer, Jeff York, Lorna Thayer, Russ Conway, Jim Hayward, Nolan Leary, Teddy Infuhr, Dale Van Sickel, William Fawcett, Glenn Strange; (SD)
UNITED STATES STEEL HOUR	AEC 9:30	Fearful Decision - (O) by Cyril Hume & Richard Maibaum; with Ralph Bellamy, Meg Mundy, Sam Levene, Frank Wilson, Frank Overton, George Mitchell, Joey Fallon, Theodore Newton, Paula Bauersmith; (SD)
SUSPENSE	CBS 9:30	String - (O) by Congressman Douglas Stringfellow; (A) by James P. Cavanagh; with Harry Townes, Richard Merrill, Frank Behrens, Jack Lord, Peter Capell; (SD)
DANGER	CBS 10pm	One Can't Help Feeling Sorry - (O) by Frank Gilroy; with Edward Binns, Sandy Kenyon, David Orrick, Frank Corsaro, James Lacirignola, Mike Gazzo, Richard Garth, Nehemiah Persoff; (SD)

WEDNESDAY JUNE 23

Wild Bill Hickok (Guy Madison)	WNBT 6pm	Kansas Kid Gang - with regulars & George Lewis, Fred Koeler, Carol Brannan, Iris Coffin, Larry Hudson; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	The Long Road Home - (O) by Marc Brandel; with James Gregory, Peggy Conklin, Sara Haden, Denise Alexander, John Connoughton, Raymond Diemi, Patsy Bruder, Jack Arthur, John Shellie; (SD)
STARS ON PARADE	DuM 10:30	Vicky Mills (S), The Treniers (S,D&M), Phil Lawrence & Mitzi (D)

THURSDAY JUNE 24

Ray Bolger	ABC 8:30	regulars & Dick Erdman, Sylvia Lewis, Maurice Kelly, George Chandler, Bob Faulk, Marilyn Carroll, John Doucette, Shirley Mitchell; (SW & SD)

THURSDAY JUNE 24 (Cont'd)

JUSTICE (Westbrook Van Voorhis)	NBC 8:30	The Spinster - (O) by Irving Gaynor Neiman; with Signe Hasso & others to be announced; (SD)
LUX VIDEO THEATRE	CBS 9pm	The Perished Leaves - (O) by Leonard Heideman & Emmett Murphy; with Faith Domergue, Anne Francis; (SD, FROM HOLLYWOOD)
Ford Theatre	NBC 9:30	The Indirect Approach - (O) by Dana Burnet, (A) by Lou Breslow; with Corinne Calvet, Robert Stack, William Eythe, Gale Robbins
Big Town (Pat McVey)	CBS 9:30	regulars & Joyce Holden, Ann Doran, Gordon Gebert, John Cliff, Jim Davis; (SW & SD)
KRAFT TELEVISION THEATRE	ABC 9:30	See You On Sunday - (O) by Charles Mergandahl; with Pat Breslin, Joe Maross, Allen Nourse, Katherine Meskill, Pat Jenkins, Phil Faversham, Roland Wood; (SD)
Foreign Intrigue (James Daly)	WNBT 10:30	F. I. and the Tourist - (O) by Harold Jack Bloom; with Ralph Browne, Ann-Marie Gyllenspetz, Tord Stal, Bengt Blomgren, Gisella Vallen; (SD) by Steve Previn; Music by Erike Nordren

FRIDAY JUNE 25

MAMA (Peggy Wood)	CBS 8pm	Kathryn & the Bohemian - (O) by Kay Arthur; with regulars & Ruth Gates, Sylvia Farnham ; (SW & SD)
Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	When the Police Arrive - (O) by William Padgett, (A) by Axel Gruenberg; with Cesar Romero, Hillary Brooke; (SD)
Schlitz Playhouse	CBS 9pm	The Man Who Escaped from Devil's Island - (O) by Don Martin; with Victor Jory, Charles Wagenheim, Romney Brent, Kem Dibbs, Gabor Curtiz; (SD) by Jus Addiss
THE BIG STORY (Norman Rose)	NBC 9pm	Jim Miller, Oregon Statesman - (O) by Max Ehrlich; with Marc Cramer, Frank Sutton, Harold Stone, Helen Auerbach, William Lally, Hazele Burgess, Myron Cooke, Jack Phelps, Jerry Ansbacher; (SD)
THE STRANGER (Robert Carroll)	DuM 9pm	Dan Morgan, Dorothy Jolliffe, Walter Klavun, William Erwin, Michael Gorin, Gustave Berger, Joseph Helgesen; (O) by Nelson Gidding (PREMIERE OF NEW SERIES)
COL. HUMPHREY FLACK (Alan Mowbray & Frank Jenks)	DuM 10:30	Happy Birthday - (O) by Michael Kramoy; with regulars & Arny Freeman, Olga Fabian, Marya Saunders, Sam Siegel, Basil Burwell; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JUNE 18 THRU FRIDAY JUNE 25

TODAY	NBC 7am	M - May Wynn; Tu - Franz Polgar (hypnotist)
HOME	NBC 11am	Thu - Mariko Niki (D)
STRIKE IT RICH (Hull)	CBS 11:30	M - Brenda Lewis (S); F - Marguerite Piazza (S)
GARRY MOORE	CBS 1:30	M - Martha Davis & Spouse (M); Tu - Mr. Ballantine (magic); Thu - Linon (panto); F - "Bronco" Charlie Miller (rider)
ART LINKLETTER'S HOUSE PARTY	CBS 2:30	M - Joe Venuti (M); Tu - Charlton Heston; W - Eileen Barton (S); Thu - Edith Head (designer)
MAGIC COTTAGE	WABD 6:30	M thru F - Dolores Sutton, Skedge Miller; (SW & SD)
CAPTAIN VIDEO (Al Hodge)	DuM 7pm	M thru F - add Ed Peck to actors previously listed for current sequence; (SW & SD)

SATURDAY JUNE 26, 1954

Range Rider (Jack Mahoney & Dick Jones)	WNBT 6:30	Convict at Large - (O) by M. Coates Webster; with regulars & Margaret Field, Harry Lauter, Gregg Barton, House Peters, Jr., Bob Woodward; (SD)

SATURDAY JUNE 26 (Cont'd)

Man Against Crime (Ralph Bellamy)	WNBT 7pm	Connecticut State Police Story - (O) by P. Harry Namsier; with Steve Holland, Russell Hardie, Blair Davies, Walter Klavun, Dennis Bohan, Philip Kenneally, Don Gordon, Allan Hale, Zachary Charles; (SD)

SUNDAY JUNE 27

LOOK UP AND LIVE	CBS 10:30	Mary Mayo (S)
Cheer Television Theatre	NBC 7pm	The Boss Comes to Dinner - (O) by Sid Zelinka & Howard Harris; with Marilyn Erskine, Robert Paige, Vince Barnett, Valerie Vernon, Paul Maxey, Frances Bavier, Bill Baldwin; (SD)(LAST IN SERIES)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Genevieve de Galard-Terraube (nurse of Dien Bien Phu) on film; also Patachou (S), Richard Hearne (C); Live performers in NY: Bert Lahr (C), Pat Henning (C), the Szonys (D)
PHILCO TELEVISION THEATRE	NBC 9pm	Friday the 13th - (O) by Sumner Locke Elliot; with Brett Somers, Julie Follansbee, Rebecca Sands, Mark Roberts, Phil Abbott, Shirley Grayson, Ginger MacManus, Lisa Osten; (SD) by Arthur Penn
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	Portland, Maine - (O) by Nelson Gidding; with Lawrence Fletcher, Leslie Nielsen, Phil Sterling, Joy Reese, Jerry Eskow, Blair Davies, Bernard Grant; (SD)
THE WEB	CBS 10pm	The Missing Person - (O) by Art Wallace; with James Daly, William Roerick, Christiane Felsmann, Victor Sordin, Andre Charise, Eric Daniel; (SD) by Lela Swift

N E W Y O R K T A L E N T A V A I L A B I L I T I E S

MAY WYNN & ROBERT FRANCIS - featured in The Caine Mutiny film - PRESS: George Ettinger, CI 5-5000

SIGNE HASSO - Swedish actress of stage and screen - AGT: Kenneth Later, PL 7-6964

JEAN STAPLETON - in first two opening bills at Westport Country Playhouse - under exclusive management to George Morris, MU 8-0960

WILL KULUVA - last on Broadway in My Three Angels - AGT: Grace Lyons, JU 6-8330

ESTELLE WINWOOD - featured in 2-part production of Great Expectations on Robert Montgomery - AGT: Roberts-Marshall, CI 5-8705

JOHN WILLIAMS - repeats role of detective in film version of Dial M for Murder - AGT: Briscoe & Goldsmith, MU 2-6244

PAT BRESLIN - popular ingenue - AGT: William Morris, JU 6-5100

PHILIP KENNEALLY - young character actor- SU 7-4400 or JU 2-1515

LAWRENCE FLETCHER - AGT: Eleanor Kilgallen, PL 9-7500

REMO PISANI - versatile actor and linguist - PL 7-6300

SCOTT McKAY - currently in Sabrina Fair - BU 8-7224

JOHN ALEXANDER - featured as the fisherman in Ondine - CO 5-8450

BRENDA LEWIS - recently closed in Girl in Pink Tights - New Rochelle 2-0389

BRETT SOMERS - in next week's Philco show (see listing above) - PL 7-6300

WINIFRED CUSHING - mother of The Little Fugitive LE 2-1100

UNA O'CONNOR - veteran comedienne - AGT: Lee-Draper, JU 6-4180

GINGER MacMANUS - child actress - AGT: Julie Leonard, EL 5-5636

HERBERT BERGHOF - AL 4-9547